

Mid-Week Pictorial

'NEWS OF THE WORLD IN PICTURES'

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WEEK ENDING
NOVEMBER 3,
1928

VOL. XXVIII, NO. 11

TEN
CENTS

CANADA
15 CENTS



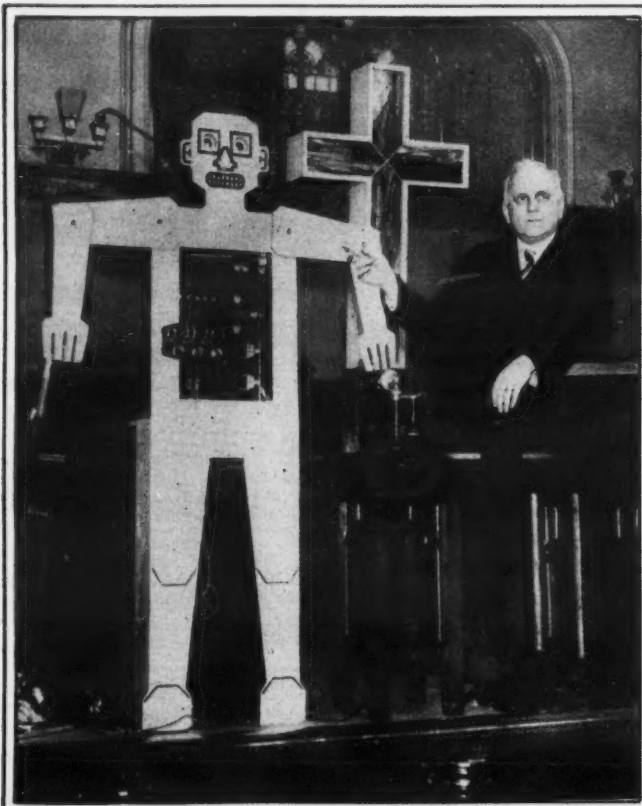
*The Chatelaine of Pickfair: "America's Sweetheart," Mary Pickford,
Wears One of the Latest Parisian Beach Suits at the Swimming Pool on the Beautiful Estate at Beverly Hills,
Cal., Where She Lives With Her Husband, Douglas Fairbanks.*

(Times Wide World Photos.)

For Mid-Week Pictorial's Free Travel Service See Page 11



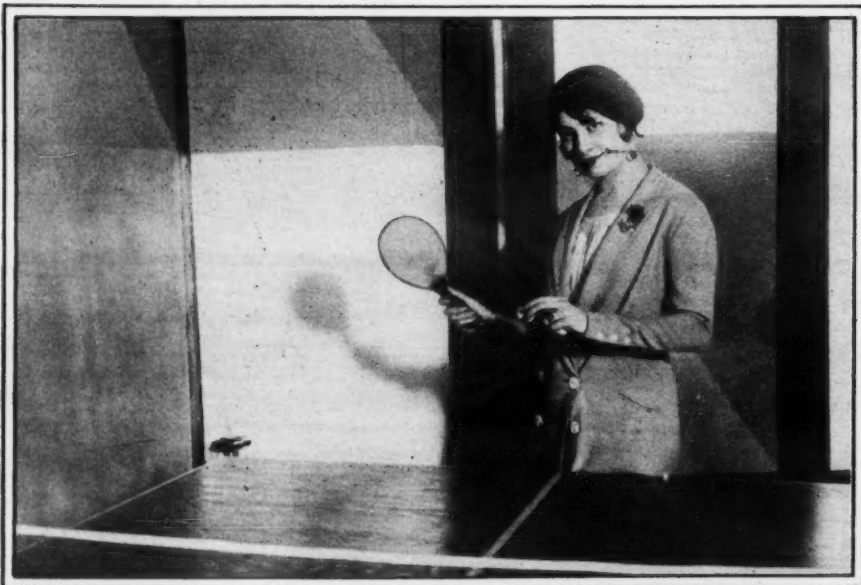
START OF THE INTERNATIONAL PROFESSIONAL INDOOR MARATHON: EL OUAFI, OLYMPIC VICTOR,
Captures the Laurels of the Event in Madison Square Garden, New York, Before a Crowd of 13,000. Left to Right: Joie Ray, Arthur Newton, Sam Richman, Gunnar Nausland, Guisto Umeck, Juri Lossman, El Ouafi, Ollie Wanttinen, Willie Kolehmainen and the Starter, Johnny Hayes, an Olympic Marathon Champion of Years Ago.



TELEVOX IN THE PULPIT: THE MECHANICAL MAN
Designed by Roy J. Wensley Is the Guest of the Chelsea Methodist Episcopal Church, New York City. Dr. Christian F. Reisner, the Regular Pastor, Is at the Right.
(Times Wide World Photos.)

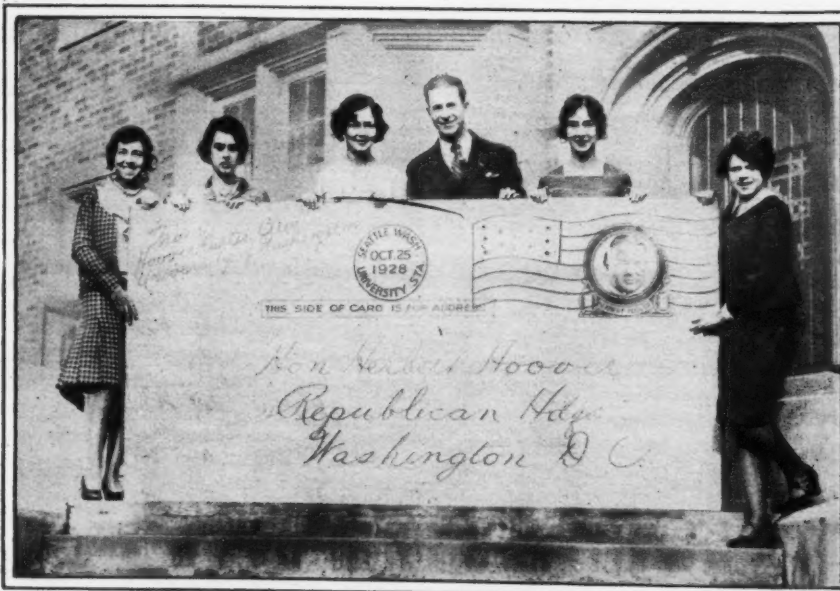


THE NATION HONORS THOMAS ALVA EDISON: A GOLD MEDAL VOTED BY CONGRESS
Is Presented to Him by Secretary of the Treasury Andrew W. Mellon (Left) "as a Token of the High Esteem and Grateful Appreciation of Your Country." The Presentation Was Made in the Famous Laboratory at West Orange, N. J., and President Coolidge Took Part in the Ceremonies by Means of Radio.



THE RENASCENCE OF PING-PONG: GRETA NISSEN,
Stage and Screen Star, Plays at What Is Said to Be the First Public Ping-Pong "Court" to Be Opened in the United States. It Is Part of the Little Carnegie Playhouse, New York City.
(Times Wide World Photos.)

THE RETURN OF THE BRITISH AMBASSADOR: SIR ESME HOWARD,
Representative of King George at Washington, Arrives With Lady Howard on the Aquitania.
(Times Wide World Photos.)



THE LARGEST POSTAL CARD IN THE WORLD: IT IS DIRECTED TO THE HONORABLE HERBERT HOOVER
and Is Being Sent Him by 2,000 of His Student Supporters at the University of Washington. The "Card" Is Made of Washington Veneer and Measures 9 Feet by 5 Feet. (Times Wide World Photos.)

WANTED . . . 500 AMERICANS



*who failed in
French at school*

sarily teach you to speak French. You might study ten years by the ordinary method, and still not speak the language.

Hugo's French Course fits in with well-filled days. It requires no tedious hours of study, but only a pleasant few minutes a day, whenever the time can be found.

Knowing how to speak French may not be indispensable, but it is significant that most cultured people today who do not already know French are seeking to learn it. Even those who now know or once knew French are striving to keep it up-to-date.

The Hugo method is the logical answer. It can be followed so naturally, and with such surprisingly good results, that you will find it real entertainment.

Thousands of people have learned French in the natural way through the House of Hugo. This famous institute of London was founded in order to further the use of spoken modern languages. The method produced such striking results that its use spread far and wide, until thousands have acclaimed its success.

Do not put off the advantage of this Course. Send for it today, and begin at once the interesting series of twenty-four lessons which will enable you to speak French.

If You Prefer to Learn

SPANISH ITALIAN GERMAN

instead of French, indicate your choice in coupon in the lower right-hand corner of this page.

SUBSCRIBERS TO THE HUGO FRENCH-AT-SIGHT COURSE ARE GIVEN A COMPLETE ENGLISH-FRENCH DICTIONARY FREE

DOUBLEDAY, DORAN & COMPANY, Inc. Dept. F-2311
American Representatives of Hugo's
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Garden City, New York

Please send me the Hugo "French-At-Sight" Course in 24 lessons, for free examination, and include the French-English Dictionary. Within 5 days I will either return the course and dictionary or send you \$2.00 at that time and \$2.00 each month thereafter until \$12.00 has been paid.

Name

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5% discount for cash with order

If you prefer to get a Course in

☐ Spanish ☐ Italian ☐ German

put x in box preceding language desired. Price and terms are exactly the same as for the French Course.

AFTER failing to pass French either in school or college, a young American soldier reports that he picked up the language in less than a month while in France. This is no unusual experience. It merely illustrates that the best way to learn a language is to be exposed to it as it is spoken by natives.

On this very principle lies the whole secret of Hugo's French-At-Sight Course. It teaches French the *natural way*, and therefore, the easiest and pleasantest way.

There is nothing magic about the Hugo method. It follows the principle of the French child's way of learning to speak the language. Words are shown in the way they are used. Phrases are shown as they occur in everyday situations. It all begins to take

on meaning. You become so absorbed that you forget that you are learning something.

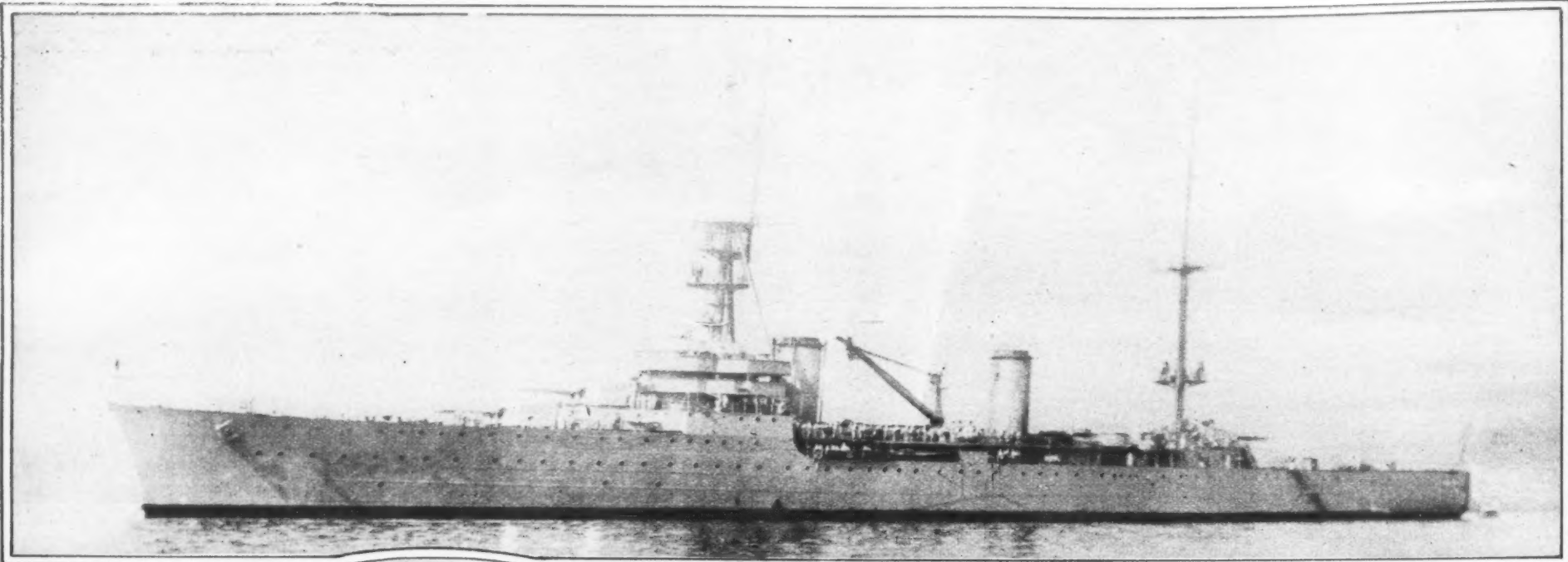
Presently, you find that you are speaking French, and falling in with it naturally. You are speaking French as it is heard on the boulevards of Paris, as you would like to speak it.

There will come a time when you will enjoy having such a usable knowledge of French—when you travel, when you meet a Frenchman, when you run across a passage in French, or when you hear or wish to use an adaptation of a French word.

No doubt the ordinary text book method familiarizes you with forms, rules, and a certain vocabulary. It may provide a classical background and a literary acquaintance with the language. But it does not neces-

hugo's

AT SIGHT FRENCH COURSE



A GUEST OF THE U. S. A.: THE FRENCH CRUISER DUQUESNE Arrives in New York, Bringing With Her Ambassador Paul Claudel and His Daughter.
(Times Wide World Photos.)

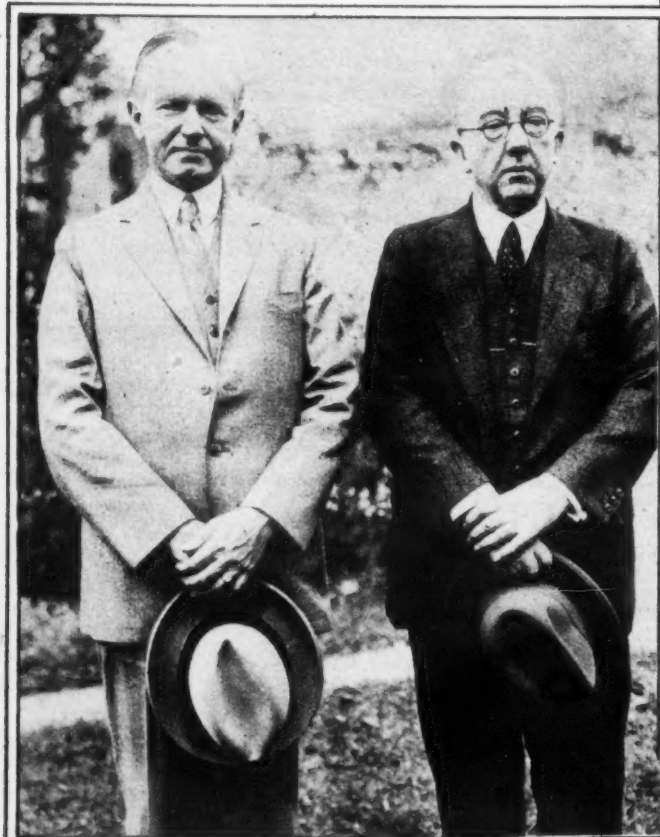


THE FRENCH AMBASSADOR: M. PAUL CLAUDEL AND HIS DAUGHTER

About to Leave the Cruiser Duquesne, on Which They Have Returned to the United States From an Inspection Tour of the French West Indies.
(Times Wide World Photos.)



AN ELECTRICAL SHIP OF THE DESERT: THE NEW "CAMEL EXERCISER" Exhibited at the Annual Electrical Show at Grand Central Palace, New York, Is Ridden by Miss Grace Brinkley of the Operetta, "White Lilacs."
(Times Wide World Photos.)



THE AMBASSADOR TO ENGLAND PAYS HIS RESPECTS: ALANSON B. HOUGHTON (Right), Who Is Also Republican Candidate for United States Senator From New York State, Calls on President Coolidge in Washington.
(Times Wide World Photos.)



A DIXIE FLIER: MISS RACHEL MAUD JOHNSON

of Augusta, Ga., a Graduate of the University Hospital Training School for Nurses, Has Taken Up Aviation With Enthusiasm.
(Times Wide World Photos.)



AT THE ELECTRICAL SHOW IN NEW YORK: MISS HILDA HELB Demonstrates the New Edison Electric Coffee and Tea Brewer.
(Times Wide World Photos.)

Mid-Week Pictorial

"A National Magazine of News Pictures"

VOL. XXVIII, NO. 11

NEW YORK, WEEK ENDING NOVEMBER 3, 1928

PRICE TEN CENTS



THE MADONNA AND THE CHILD OF ALL THE AGES: TWO CENTRAL FIGURES IN
"THE CROSS TRIUMPHANT,"

the Pageant Which Was Presented in Washington During the Triennial Convention of the Protestant Episcopal Church.

Mrs. E. Goring Bliss Portrayed the Madonna, While Davis Gaillard Was the Child.

(© Harris & Ewing, From Times Wide World.)

WITH THE NEW BOOKS



JEFFERY FARNOL.
GUYFFORD OF WEARE. By
Jeffery Farnol. Boston: Little,
Brown & Co. \$2.50.

A STORY in which highwaymen and gypsies did not play some part, more or less prominent, would hardly be recognized as the work of Jeffery Farnol, except for the imprint of the author's name on the title page. These gentry of the road, idealized to some extent and endowed with qualities concerning which hard-hearted Judges and juries are usually skeptical, are closely interwoven with the fortunes of the hero in Farnol's latest offering, "Guyfford of Weare," the background of which is the eighteenth century.

Lady Helen d'Arcy, the toast of the town, is a charming creature physically and preternaturally dumb mentally. She is constantly perplexed by what the most elementary intelligence might be expected to unravel. Still this paucity of intellect may be pardoned her in view of the exciting train of circumstances to which it gives rise. Her beauties of face and form are phenomenal and are the distraction of innumerable suitors. She is naturally coquettish, as might be expected under the circumstances, quick-tempered and high-spirited, yet with an indomitable courage and a reserve of tenderness that prompts her to any sacrifice for the man she loves.

Sir Richard Guyfford of Weare, a gentleman of ancient lineage, has fallen upon evil days. An ill name has been attached to sundry of his doings which, while wholly undeserved, has brought him into ill repute. This does not help him at all when his handsome and dissolute cousin, Julian Guyfford, is found dead in an obscure part of a dense wood. It was known that he and Richard were at swords' points and were about to fight a duel. Julian was much the superior as a swordsman, and the theory formed by the authorities was that Richard, knowing that he would be overmatched, had taken time by the forelock and contrived his cousin's murder. As a matter of fact, there were three other men who had good reason to wish Julian dead, but this was not a matter of public knowledge.

Richard, therefore, unable to establish his innocence, becomes a fugitive. Misfortune makes strange bedfellows and this high-bred English nobleman finds himself consorting at times with highwaymen and gypsies, whom he finds to be not so bad as they are painted. Black Nick, a noted knight of the road, helps him greatly, as does Shuri Camto, the little gypsy girl whom he befriends. How fate works out the destinies of Richard and Helen and finally establishes the former's innocence forms the material of a most enthralling story.



GREEK DRAMA IN THE WEST:
STUDENTS OF MILLS COLLEGE,
California, in an Effective Scene. Left
to Right: Misses Mary Hitchcock,
Jane Springer, Mary C. Thompson,
Halstead Souther and Margaret Smith.
(Times Wide World Photos.)



A CERES OF THE SOUTHLAND:
MRS. EDWARD McDONALD
Appeared as One of the Goddesses
of Agriculture at the Centennial
Celebration Held in Randolph
County, Ga.
(Times Wide World Photos.)

**A LITTLE GIRL WHO MAY ONE
DAY BE ANOTHER QUEEN
ELIZABETH: HER ROYAL
HIGHNESS, THE PRINCESS
ELIZABETH ALEXANDRA
MARY,**

Daughter of the Duke and Duchess
of York, Who Is in the Direct Line
of Succession to the British Throne.
(© Marcus Adams.)



**OUTSIDE THE WHITE HOUSE: OFFICERS OF THE FRENCH
CRUISER DUQUESNE**
Pay Their Respects to President Coolidge. It Had Been Intended for the
Duquesne to Visit Washington, but the Ship Was Found to Be Too Large
for the Channel, So Her Officers Went From New York by Train.
(Times Wide World Photos.)

MAN OF THE WEEK



**GEORGE CAMPBELL
CARSON.**
(Times Wide World Photos.)

ONE of the most picturesque figures of the West, George Campbell Carson, the "Desert Rat," has at last, after years of litigation with copper companies over a patent used in smelting furnaces, won a victory through the refusal of the United States Supreme Court to review a decision in Carson's favor by the Ninth Circuit Court of Appeals. This means that the last resource of the defending Anaconda Copper Mining Company has failed and that it will have to pay to Carson amounts reaching into the millions for infringement of his patent. Some time ago Carson won a similar suit against the American Smelting and Refining Company.

The sum that will be due the victor, or rather to the organization to which Carson has assigned his claims and in which he is a large stockholder, is estimated by some to be as high as thirty millions of dollars.

Carson at present is living in a modest bungalow in Los Angeles. Despite his paucity of means and the powerful interests arrayed against him, he has never wavered in his belief that he would finally triumph.

A native of Ohio, Carson went to Arizona at the age of 16 and worked in the copper fields. The idea of his invention came to him while he was watching workmen feed the smelting furnaces from the top. He thought that if the furnaces were fed from the side it would make the job easier for the men, save the lining of the furnace and economize ore.

By 1906 he had worked out his idea of the reveratory side-charging furnace. He wandered from smelter to smelter for many months trying to find one where he could put his plan into operation. But this proved impossible to obtain, and for a time he put the idea into the back of his mind.

Then by chance in 1915 he wandered into a meeting of the American Society of Mining Engineers and heard a paper read describing a furnace of the kind he had invented. He hunted up officials of the big smelting companies, who told him that his patent was worthless, but offered him \$3,000 for the relinquishment of all claims, or, as he says they put it, "to encourage inventors." He refused and carried the matter into the courts.

Asked what he intended to do with his millions, Carson replied:

"I shall do everything I have always wanted to do. I'll establish a laboratory for myself, a laboratory where I can actually work, carry on research and perfect some ideas that have been knocking around in my head for a long time. I believe creative work is the only happiness in the world."

Mid-Week Pictorial, Week Ending November 3, 1928

Stirring Scenes of Varsity Football Battles



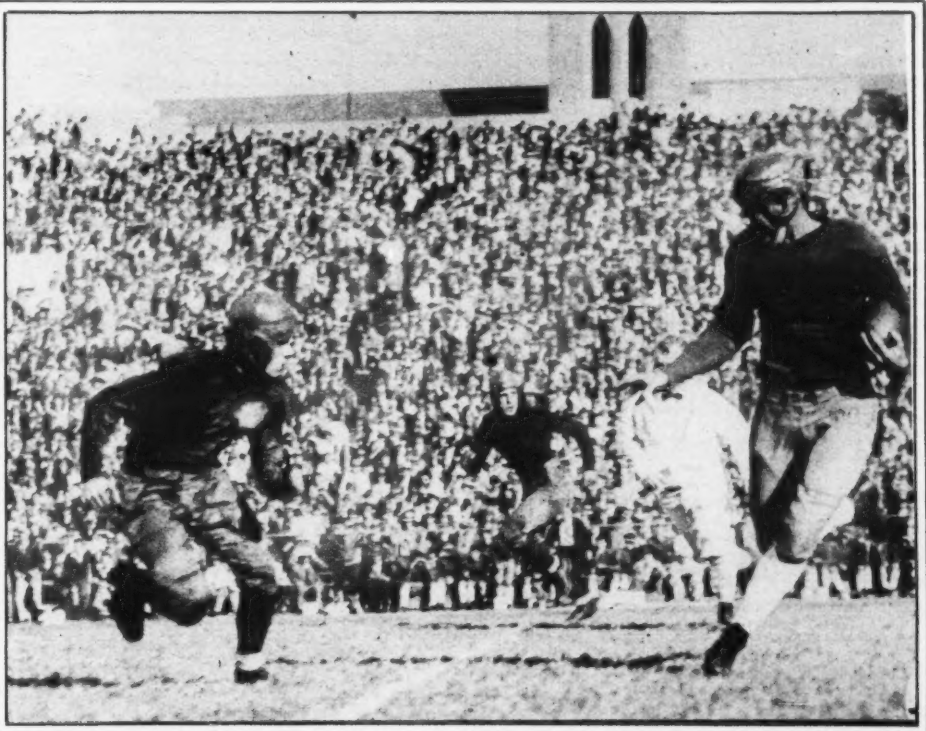
KENTUCKY DEFEATED BY NORTHWESTERN: A HARD FIGHT
Results in a 7-to-0 Victory for Northwestern. Holm of Northwestern Makes a Gain of Five Yards in the First Quarter.
(Times Wide World Photos.)



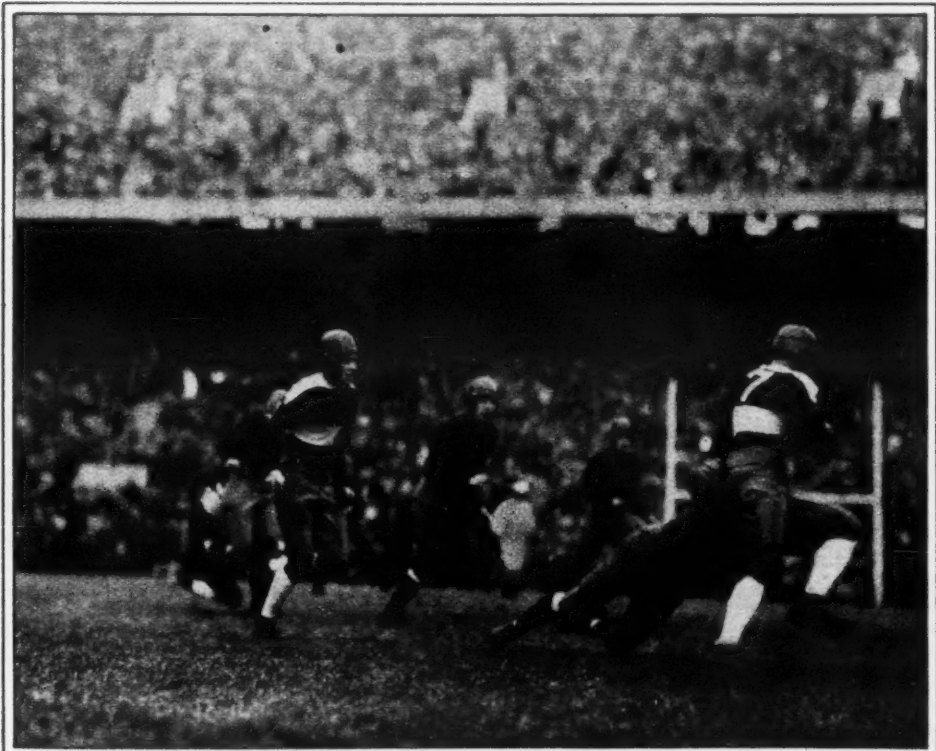
GEORGIA TECH VS. NOTRE DAME: A FORWARD PASS
Is Received by Murphy of Notre Dame. The Final Score Was 13 to 0 in Favor of the Southerners.
(Times Wide World Photos.)



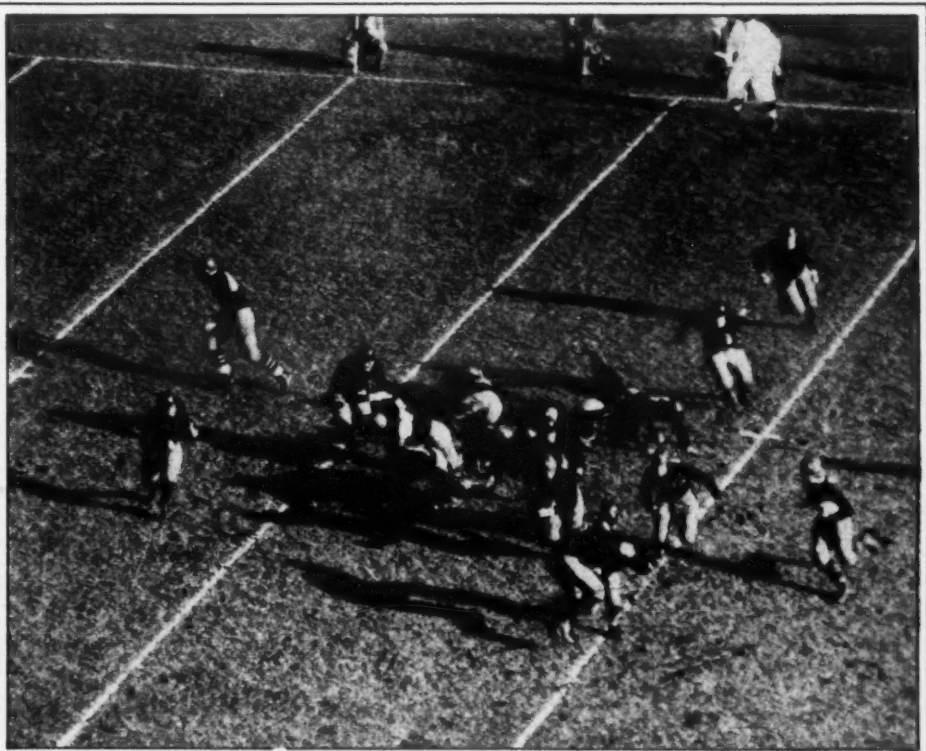
ON THE SIDELINES: "GOBBY" DEITLER, CHEER LEADER
for Penn State, Hurdles Over Five of His Fellow-Students at the Game With the University of Pennsylvania. (Times Wide World Photos.)



GEORGIA TECH BEATS NOTRE DAME: THE RUNNER, LUMPKIN,
Is About to Be Tackled by Niemiec of Notre Dame. The Game, Which Resulted in a Score of 13 to 0, Was Played at Atlanta.
(Times Wide World Photos.)



PENNSYLVANIA VS. PENN STATE: A TACKLE
During the Game Which Was Won by Pennsylvania, 14 to 0.
(Times Wide World Photos.)



THE ARMY TRIUMPHANT: HARVARD GOES DOWN TO DEFEAT
Before West Point, 15 to 0. Cagel of the Army Is Shown Making a 20-Yard Gain in the First Period.
(Times Wide World Photos.)

BOSTON'S GREAT DEMONSTRATION FOR ALFRED E. SMITH



THE METROPOLIS OF NEW ENGLAND TURNS OUT IN FORCE

to Welcome Governor Alfred E. Smith of New York, Candidate of the Democratic Party for President of the United States. This Scene Shows the Throng Near the South Station, With the Automobiles of Governor Smith and the Reception Committee Making Their Way With Difficulty Through the Jam.

(Times Wide World Photos.)

WAITING FOR AL SMITH: THE CROWD AT THE RAILROAD STATION IN SPRINGFIELD, Mass., Where the Democratic Candidate for the Presidency Made a Short Stop on His Way to Boston, Making an Address on the Issues of the Campaign.

(Times Wide World Photos.)



AT SPRINGFIELD: THE GOVERNOR RESPONDS TO THE CHEERS of a Large Crowd and Makes a Ten-Minute Speech. Left to Right: Senator David I. Walsh of Massachusetts, Governor Smith and Mrs. Smith.

(Times Wide World Photos.)



"HELLO, MASSACHUSETTS!" GOVERNOR AND MRS. ALFRED E. SMITH

at One of the Windows of Their Special Train as It Entered the Bay State.

(Times Wide World Photos.)



BOSTON'S GREETING: THE DOWNTOWN DISTRICT

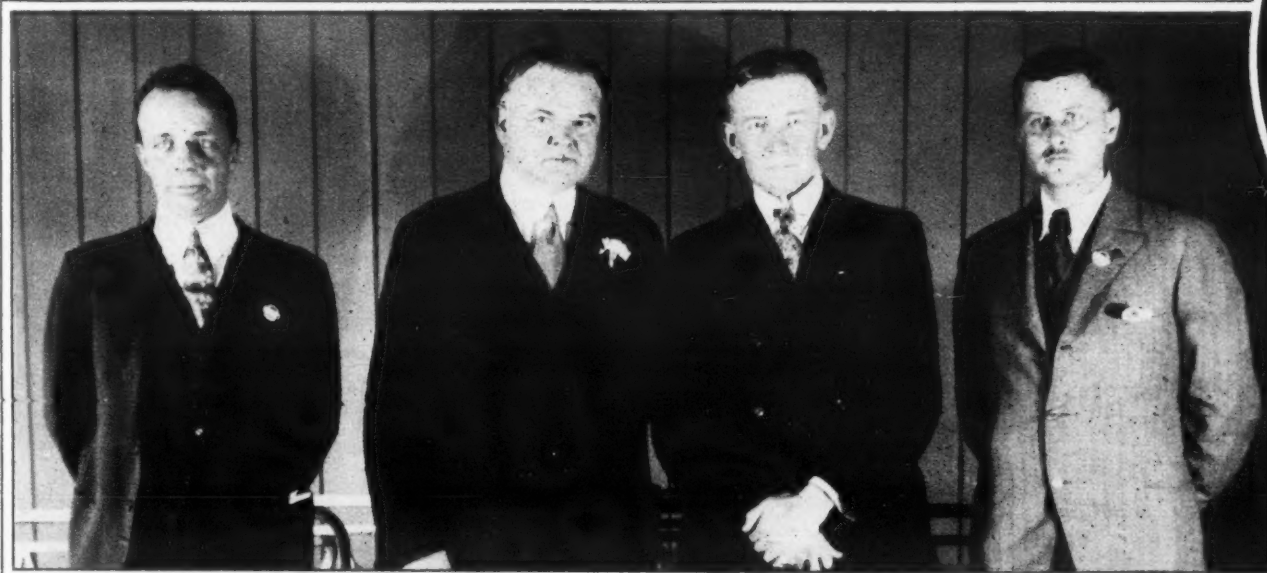
in a State of Good-Natured Uphear as Alfred E. Smith Comes to Town to Reply to Herbert Hoover's Branding of His Program as "State Socialism."

(Times Wide World Photos.)

HERBERT HOOVER GETS GREAT RECEPTION IN NEW YORK



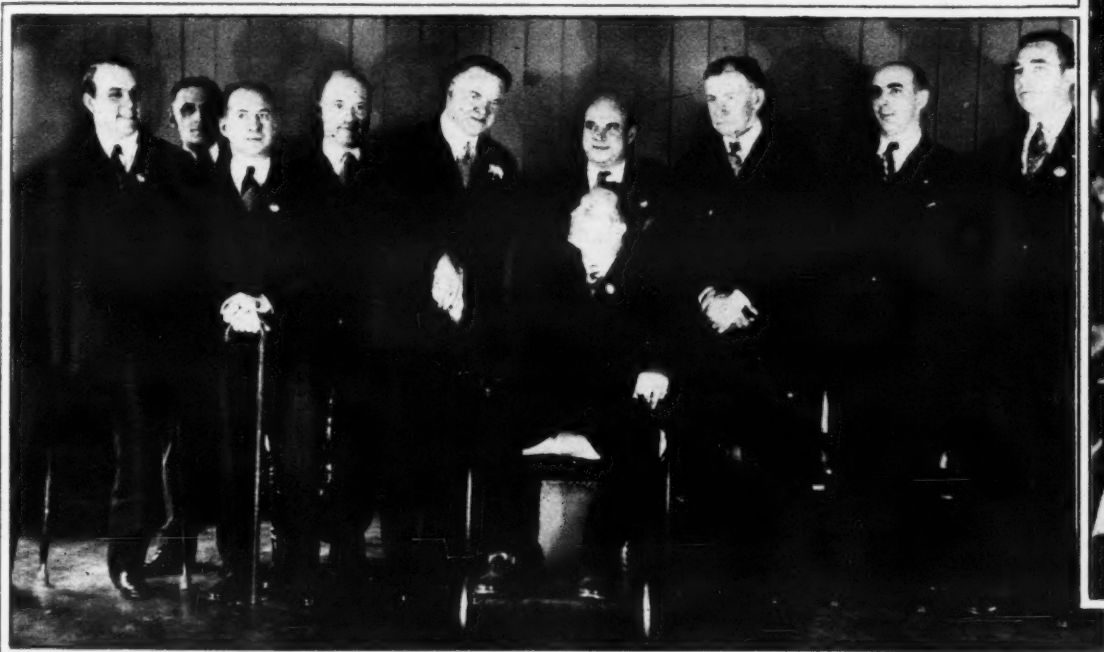
THE GREAT REPUBLICAN RALLY IN NEW YORK: PART OF THE CROWD IN MADISON SQUARE GARDEN, Which Numbered About 22,000, When Herbert Hoover (Who Can Be Seen on the Platform at Lower Left) Attacked the Policies of His Opponent as "State Socialism."



THE GUEST OF HONOR: MR. HOOVER AT A RECEPTION GIVEN for Him at the Hotel Waldorf-Astoria, New York, by the Republican Service League. Left to Right: Colonel Theodore Roosevelt, Mr. Hoover, Vice President Charles G. Dawes and Albert S. Callan, State Chairman of the League. (Times Wide World Photos.)



VICE PRESIDENT CHARLES G. DAWES SPEAKING: "THE AVERAGE MAN WILL KNOW That Prosperity Is the Real Issue and Will Cast His Vote on That Basis," He Declares in His Preliminary Address at Madison Square Garden, Where Herbert Hoover Made Perhaps the Most Important Speech of His Campaign. (Times Wide World Photos.)



AMONG THE DISABLED VETERANS: MR. HOOVER SHAKES HANDS With George Brown at the Reception Given Him by the Republican Service League. (Times Wide World Photos.)



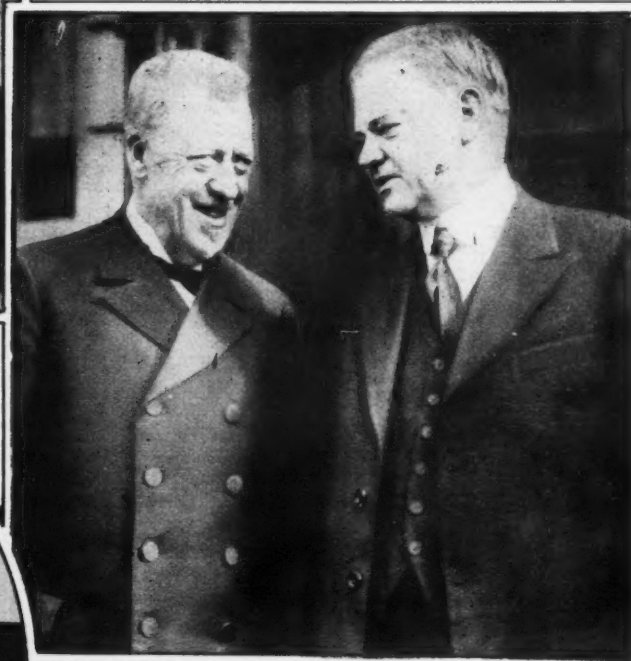
A TREMENDOUS OVATION: HERBERT HOOVER, Republican Candidate for President of the United States, at Madison Square Garden, New York. (Times Wide World Photos.)



A FORMER ENEMY'S TRIBUTE: DR. HUGO ECKENER,
Designer and Commander of the Dirigible Graf Zeppelin, Which Recently Flew Across the Atlantic Ocean from Germany, Lays a Wreath on the Tomb of the Unknown Soldier at Arlington.



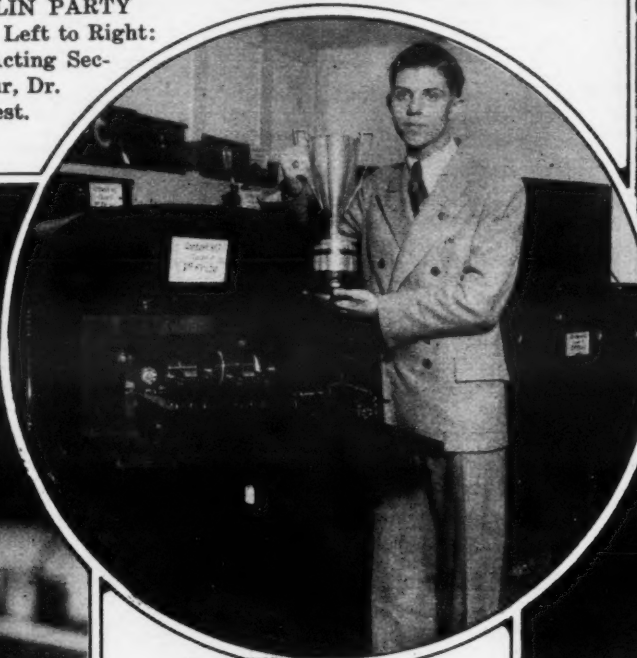
AT THE WHITE HOUSE: THE GRAF ZEPPELIN PARTY
Are Breakfast Guests of President and Mrs. Coolidge. Left to Right: Dr. O. C. Kiep of the German Embassy, J. R. Clark, Acting Secretary of State; Secretary of the Navy Curtis D. Wilbur, Dr. Hugo Eckener and Secretary of the Interior Roy O. West.
(Times Wide World Photos.)



DR. HUGO ECKENER AND HERBERT HOOVER:
THE COMMANDER OF THE GRAF ZEPPELIN Calls on the Republican Presidential Candidate While in Washington.
(Times Wide World Photos.)



DOING HER BIT FOR "AL" SMITH: PEGGY WOOD,
Prominent Actress, Studying Her Rôle in the Radio Drama, "Up From the City Streets," Dealing With the Life of Governor Smith, Which Was Recently Broadcast.
(White.)



HIS OWN RADIO SET: HARRY C. ROWE JR. WINS FIRST PRIZE
in the Amateur Radio Set Building Contest at the Chicago Radio Show. He is 18 Years Old, and This Is His Thirteenth Prize for Building Sets.
(Times Wide World Photos.)



A GIRL WHO HAS FIGURED OUT A WAY TO SEE THE WORLD: MISS DOLLY DOWELL
of Fort Worth, Texas, Expert Accounting Machine Operator, Has Already Traveled Over Half the United States and Expects to Go Round the World, Earning Her Way As She Goes by Operating Elliott-Fisher Machines.
(Times Wide World Photos.)



"THE FURTHER YOU GO THE BETTER," SAY TRAVELING ARTISTS



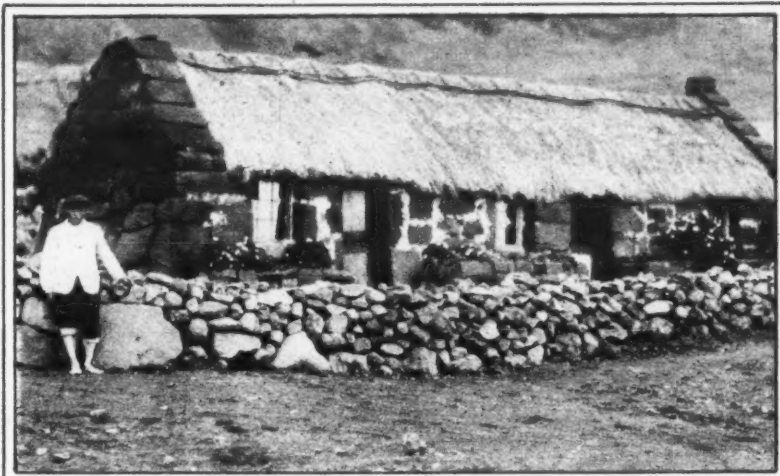
THE
CRATER
OF VE-
SUVIUS.

(Courtesy
Canadian
Pacific
Steamships,
Ltd.)



ON THE
ISLAND
OF
TRISTAN
DA
CUNHA:
A GROUP
OF
NATIVES.

(Courtesy
Canadian
Pacific
Steamships,
Ltd.)



A NATIVE HOME AT TRISTAN DA CUNHA.
(Courtesy Canadian Pacific Steamships, Ltd.)

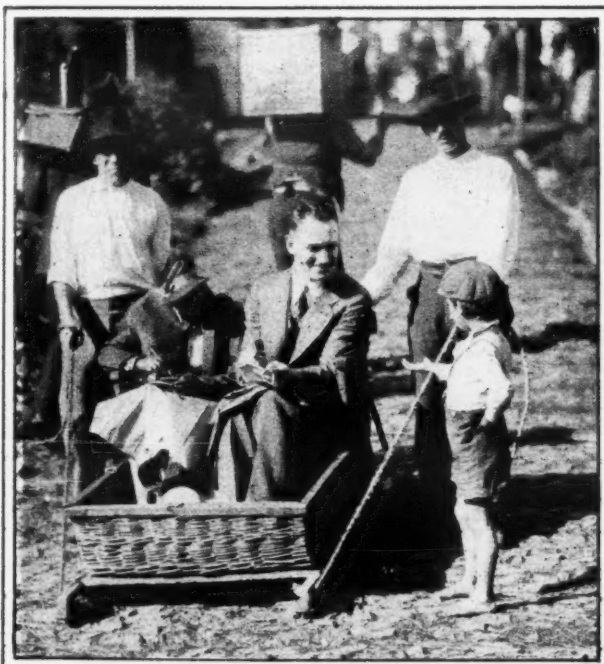


A CHURCH AT TRISTAN DA CUNHA.
(Courtesy Canadian Pacific Steamships, Ltd.)

By Percy Bullen Jr.

TWO New York artists who have been twice around the world and on a South America-Africa cruise, Mr. and Mrs. Martin De Muth, declare that the further you go the better you like it. The whole United States today is travel-minded, and no one knows more about this than Mr. De Muth, who, with Mrs. De Muth (known in artistic circles as Flora Nash, a prominent member of the Society of Illustrators and the Authors' League of America), has been on two world cruises and who will again sail from New York soon for a globe-girdling trip of 136 days' duration.

The De Muths' time during these voyages is employed



TRAVELING ARTISTS: MR. AND MRS.
MARTIN DE MUTH AT MADEIRA.
(Courtesy Canadian Pacific Steamships, Ltd.)

WITH a view to the convenience of travelers, Mid-Week Pictorial has arranged for a series of illustrated articles descriptive of some of the more interesting and accessible foreign countries written especially from the viewpoint of the American tourist.

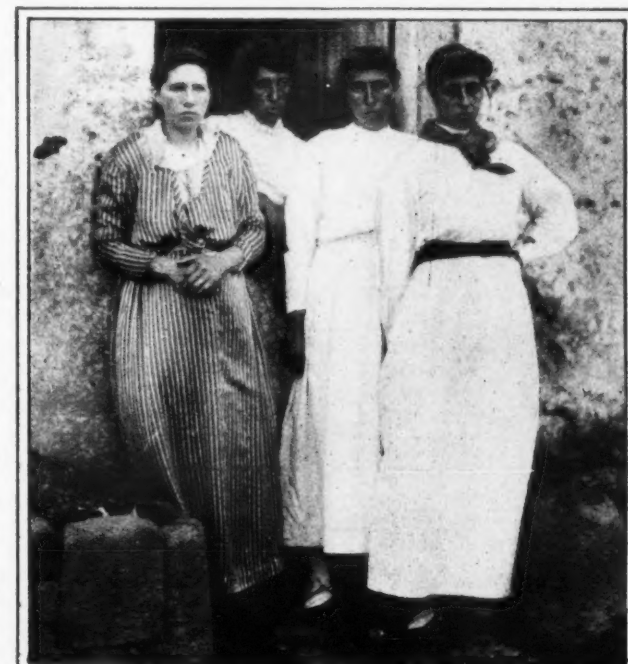
Our people are traveling more than ever before. The rapid development of modern transportation has

in depicting for the benefit of cruise members and their friends at home the high lights and characteristics of the various places which are to be visited, in such a manner that one will have in his mind's eye before he actually witnesses the scene a comprehensive idea of just what it's all about and what he may expect to see. Just before the vessel arrives at Naples, for instance, the cruise members are given a "memogram," as these little sketches are called, depicting the beautiful bay, with Vesuvius in the background and underneath a brief résumé of the ancient city itself and the program of sight-seeing which has been arranged for their benefit. Again, before the globe-girdlers set out to view the great Sphinx near Gizeh, Egypt, or the Pyramids, or the celebrated Taj Mahal at Agra, India, they are supplied with a "memogram" depicting these great works and telling something of their origin, age and other interesting details. Likewise in Java or China the traveler is given informative sketches depicting native customs and local products.

Mr. De Muth was sent by the United States Government to sketch maps and places in the Far East, and during this time he conceived the idea of applying this principle to private cruises. The most interesting part of his work is its unique character. So far as he is aware, Mr. De Muth and his wife are the only persons ever to engage in what might be termed a sketching tour of the globe. "Of course," says this young artist, "globe-trotters can obtain much information from guide-books, but usually they won't take the trouble unless they are studiously inclined. Our work is useful in that it gives them a much more intelligent idea of the far-off places they will visit than I believe they would have were our little creations unavailable."

An outstanding incident in Mr. De Muth's travels is when he stood inside the crater of Vesuvius during an eruption, watching the molten lava swirling round in the great pit below and hearing the low rumblings, mingled with occasional loud reports as the hot gases broke through the boiling lava. Another high light was his visit to the isolated isle of Tristan da Cunha, a far-flung

outpost of the British Empire, lying midway between Buenos Aires and Cape Town, South Africa. Tristan is off the regular route of ocean-going vessels and is rarely visited save by an occasional cruising liner. It is sparsely inhabited by about 150 sturdy folk, mostly of British origin. Mr. De Muth claims to be the first American to have been there in fifty years—quite a distinction in itself! Early this year he accompanied a party which visited the island, bearing supplies as gifts from the Daughters of the British Empire and from England's King and Queen. The gratitude of these isolated islanders was touching. Mr. and Mrs. De Muth will again visit Tristan early in 1929 when the Duchess of Atholl, a new Canadian Pacific liner, touches there with supplies.



RESIDENTS OF THE LONELY ISLE OF
TRISTAN DA CUNHA.
(Courtesy Canadian Pacific Steamships, Ltd.)

placed within the reach of most of us facilities for seeing the world which would have amazed our ancestors. Every year thousands of fresh recruits are added to the great army of globe-trotters.

The articles which Mid-Week Pictorial is publishing this Fall will tell of lands in Europe, Asia and Africa; of the things best worth seeing; of the joys and troubles of the traveler and of how the former

may be attained and the latter avoided or mitigated.

And in connection with these articles Mid-Week Pictorial has arranged to be of additional service to such of its readers as may plan to tour America or go abroad. Questions concerning travel will be gladly answered, and should be addressed to Travel Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York.

News and Comment Concerning Motion Pictures



POLA NEGRI,
in "The Woman From Moscow"
(Paramount).



OLIVE BORDEN,
in "The Stool Pigeon" (Columbia).



DOROTHY MACKAILL,
in "Waterfront," a First National
Picture.

THE debut of Ruth Elder in motion pictures, awaited with considerable curiosity by a great many people, has been made at last. The film, "Moran of the Marines," in which our "flying flapper" has been cast as leading woman for Richard Dix, was recently on view at the Paramount Theatre, New York.

Those who expected great achievements on the screen from Miss Elder will be disappointed with this first effort; those who predicted a complete failure will also find that they were mistaken. The girl who flew a great part of the distance across the Atlantic Ocean is not a finished actress by any means; she lacks animation and self-confidence, which perhaps is only natural under the circumstances; but there have been other beginners who have done a great deal worse.

One prominent star of today, for

instance, commenced her screen career some ten years ago with a series of pictures in which the woodenness of her performances and her seeming inability to express convincingly the most elementary emotions became a byword. Nevertheless, she persisted, growing just a little better with each attempt; and one day the public rubbed its eyes at a really good piece of acting on the part of a young woman who had appeared to be utterly incapable of such an achievement. Today she holds an established place on her own merits.

With patience and judgment on the part of producers and directors it may well be that Ruth Elder also will win a steady footing in motion pictures. She has intelligence, good looks and that indefinite charm which means so much on stage or screen.

But "Moran of the Marines" gives her an unfortunate start. It is a sloppily conceived and carelessly made picture, full of crudities and absurdities which are unfair both to Miss Elder and to Richard Dix

The "flying flapper" deserves another chance with better material.

"Show Girl," First National's screen adaptation of the very amusing book by J. P. McEvoy, was made first as a silent picture and has been shown in that form on the Pacific Coast. The producing company has decided, however, to add sound features, including dialogue, to the film before showing it in New York; and it is said that the synchronized version will include two songs written especially for the picture and sung by Alice White, who plays the central rôle of Dixie Dugan.

"The Lone Wolf's Daughter," a mystery picture from the active brain of Louis Joseph Vance, is announced by Columbia. The cast includes Bert Lytell, Gertrude Olmstead and Lilyan Tashman.

Another Columbia production will be "The Apache," in which Don Alvarado has been assigned the leading male rôle.

The United States Marine Corps apparently continues to exercise an inexhaustible fascination upon the movie industry. Pathé, for instance, will produce a film entitled "Leathernecks," dealing with the life and adventures of this ubiquitous arm of the service. William Boyd has been chosen as the hero.

"The Cohens and Kellys in Atlantic City," a Universal mirth appeal, has been completed.

Work has begun on Metro-Goldwyn-Mayer's screen version of "The Trial of Mary Dugan."

Universal announces "The Diamond Master," a serial based upon a story by the late Jacques Futrelle.... "The Letter," a sight-and-sound edition of the stage play by W. Somerset Maugham, is being produced in the East by Paramount.



AILEEN PRINGLE,
in "Dream of Love" (Metro-Goldwyn-Mayer).

STARS OF THE SILVER SCREEN

EIGHTEEN years old, 4 feet 11 inches tall and weighing only ninety-five pounds, Dorothy Janis has already made a noteworthy beginning in motion pictures, and her work has given rise to many glowing predictions of what she is likely to accomplish in years to come.

She was born in Dallas, Texas, and was reared in Fort Worth, which is in the same extensive State; and she has in her delicate veins the blood of the Cherokee Indians.

It is said that her entry into motion pictures was a matter of pure chance—a casual visit to a studio with friends, the keen eye

of a director, a screen test, and off we go to fame and fortune! However that may be, Miss Janis has already

appeared in two pictures, "Fleetwing" and "Kit Carson," with Fred Thompson; and her next will be "Humming Wires," in which she will play opposite Tim McCoy.

Her hair and eyes are dark brown. Her favorite diversions are dancing and swimming. Her ambition, according to authentic information, is stardom of the first magnitude; and it is not at all unlikely to be fulfilled one of these days. At any rate her career will be very well worth watching.



DOROTHY JANIS.



RUTH ELDER AND RICHARD DIX
in "Moran of the Marines" (Paramount).

Questions of General Interest Regarding Photoplays and Players, Past and Present, Will Be Gladly Answered, Either in These Columns or by Mail, if Addressed to the Motion Picture Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

"THE MASKS OF THE DEVIL" AS WORN BY JOHN GILBERT



THEODORE ROBERTS, RALPH FORBES AND EVA VON BERNE (Left to Right) in One of the Early Scenes of "The Masks of the Devil."



"A BOOK OF VERSES UNDERNEATH THE BOUGH": BARON REINER (John Gilbert) Employs Poetry in His Courtship of Virginia (Eva von Berne), His Friend's Fiancee.

By Mitchell Rawson

ONCE more John Gilbert becomes a gay Lothario, and it seems to be generally agreed that no screen star makes a better job of such rôles.

His latest vehicle, "The Masks of the Devil," based upon a novel by Jacob Wasserman which has never been translated into English, is scheduled for the Capitol Theatre, New York. It is a Metro-Goldwyn-Mayer offering.

The rôle assigned to Mr. Gilbert is that of Baron Erwin Reiner, a gentleman of infinite fascination for the fair sex. He goes upon his way conquering with an almost monotonous uniformity. The scene is Vienna.

Nobody could possibly be more charming than this light-hearted nobleman. He has many friends as well as many sweethearts. But beneath his irresistible exterior lies the soul of a Mephisto. This is brought out in the picture by means of fade-outs in the manner of the "asides" in "Strange Interlude"; one sees the Baron as he appears to his companions, and then one learns what he is really thinking and would like to do. The same method is used to reveal the thoughts of other characters, whose smiles melt into frowns and then back again. It is quite effective.

The baron has posed for a picture by a certain Count Palester, played by that splendid veteran, Theodore Roberts. The picture is intended for a church, and it represents St. Michael trampling upon Satan. Baron Reiner sits for St. Michael. Of all his acquaintances,

Palester only knows his real nature. "I should like to see your face when you are alone," he says.

That remark remains in Reiner's mind, and presently becomes an obsession. Nevertheless he pursues his career of self-gratification without regard to the happiness of others. He sends his best friend, Manfred (Ralph Forbes), away on an expedition to Borneo in order that he may steal Manfred's fiancée, Virginia.

The girl fears him instinctively, but he also exerts a strange influence over her. At last he wins her.

He has not forgotten Palester's remark about his face, and now whenever he looks at himself in a mirror he sees the countenance of a demon. He has learned to

love Virginia with a love that is worthy of the name, but it seems to him that love of the best kind has come to him too late. Utter remorse tears his heart.

Manfred's return brings matters to a climax. It also brings the picture to a highly unsatisfactory close, for Manfred fires point blank at the traitor with a pistol, after which Reiner behaves as though he were unscathed, yet at the very last sinks into a chair, with Virginia kneeling beside him as though he had been mortally wounded. Presumably the director intended to leave us in doubt as to what had happened to the Baron. Directors are capable of many strange things. But the conclusion seems to the present writer entirely inartistic. It should be changed one way or the other; either Reiner was shot or he was not. There is not the slightest reason under heaven for leaving the matter in doubt. As things stand, an unusually interesting picture ends on a note of clumsy mystification.

All admirers of John Gilbert—and they are, of course, as the sands of the sea—will dote on his work in "The Masks of the Devil." Eva von Berne is somewhat disappointing—perhaps because so many glittering promises had been made concerning her. Ralph Forbes is quite good in his usual manner as the unlucky Manfred, and Ethel Walters is very amusing indeed in a comedy rôle. Polly Ann Young and Alma Rubens appear as two of the Baron's innamoratas before his visions in the mirror lead him to the road of rectitude.

"The Masks of the Devil" is a good average Gilbert film save for the ending; but that is a grave defect.



THE FACE IN THE MIRROR: A MEPHISTOPHELIAN REFLECTION Meets the Eyes of Baron Reiner (John Gilbert) When He Looks in the Glass.



POSING AS AN ARCHANGEL: THE WICKED BARON

(John Gilbert) Is Painted as St. Michael. The Young Lady Is Polly Ann Young.



A PLIGHTED TROTH: VIRGINIA AND MANFRED (Eva von Berne and Ralph Forbes), Whose Love Does Not Run Smoothly.

MOTHERS AND CHILDREN: THE PRIZE PORTRAIT CONTEST

First Prize—Ten Dollars

Won by Armando Lopez, Monterey, Nuevo Leon, Mexico.

Second Prize—Five Dollars

Won by Mrs. John W. Kemp, Los Angeles, Cal.



MRS. ARMANDO LOPEZ AND HUGO
ARMANDO.



MRS. RANDOLPH W. HILL, WITH RANDOLPH
JR. AND EDITH.

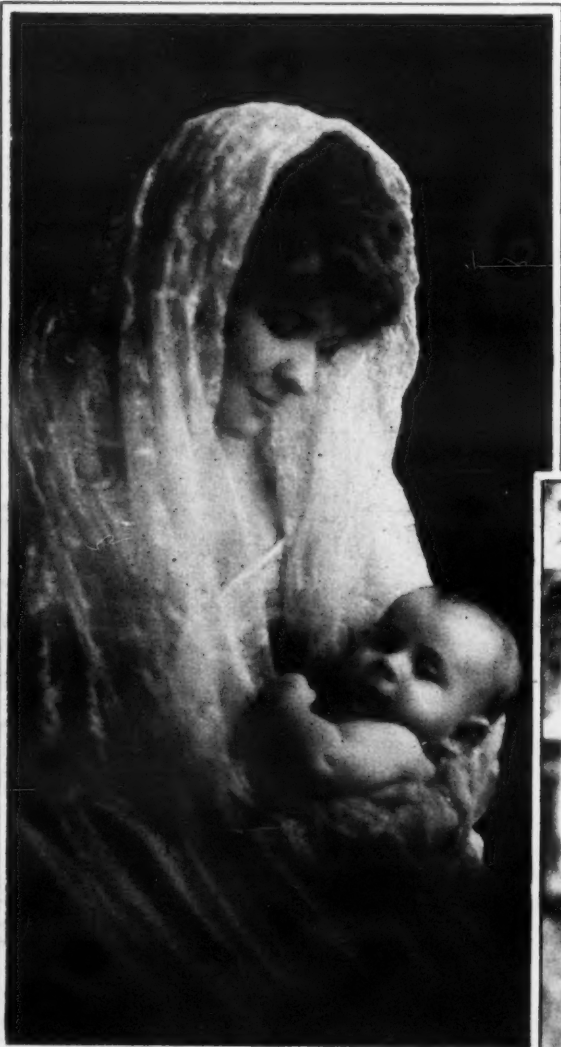
To Portrait Photographers:

To encourage the development of portrait photography, Mid-Week Pictorial invites those among its readers who are photographers, amateur or professional, to submit their photographs of "Mother and Child" or "Mother and Children." Every week ten dollars in cash will be awarded as the first prize, five dollars as the second prize and three dollars as additional prizes for each picture published.

The contest is open to all photographers other than employees of The New York Times Company, but contestants must not submit copyrighted pictures or pictures taken by others, or any pictures the accidental loss of which, either in this office or in the mails, would mean financial loss. Each photograph must be accompanied by written permission from the subject for publication of the picture in this contest, and where the additional permission in writing is also forwarded for the publication of the name and home town of the subject, these should be plainly written on the back of each photograph.

If return of picture is desired, sufficient postage should be enclosed.

Photographs offered in the contest should be addressed to Portrait Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York.



MRS. F. A. WALTER AND BABY.
Three Dollars Awarded to F. A.
Walter, New York, N. Y.

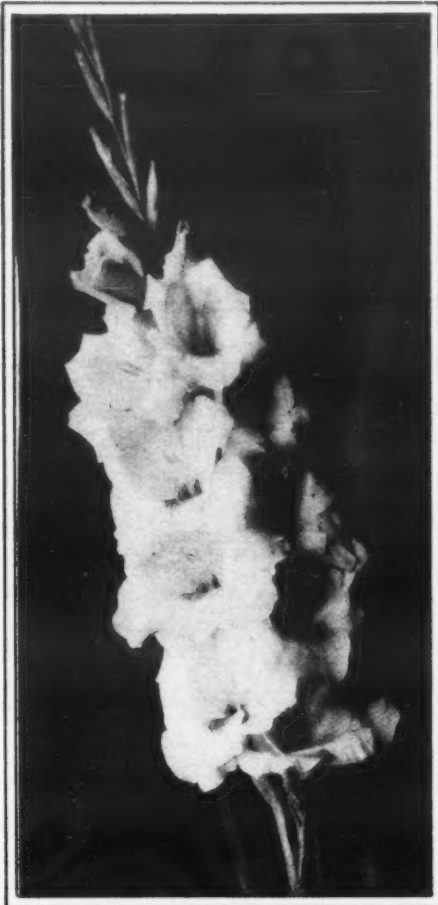


MRS. J. H. SCOTT JR. AND JOAN.
Three Dollars Awarded to J. H. Scott Jr., Portsmouth, Va.

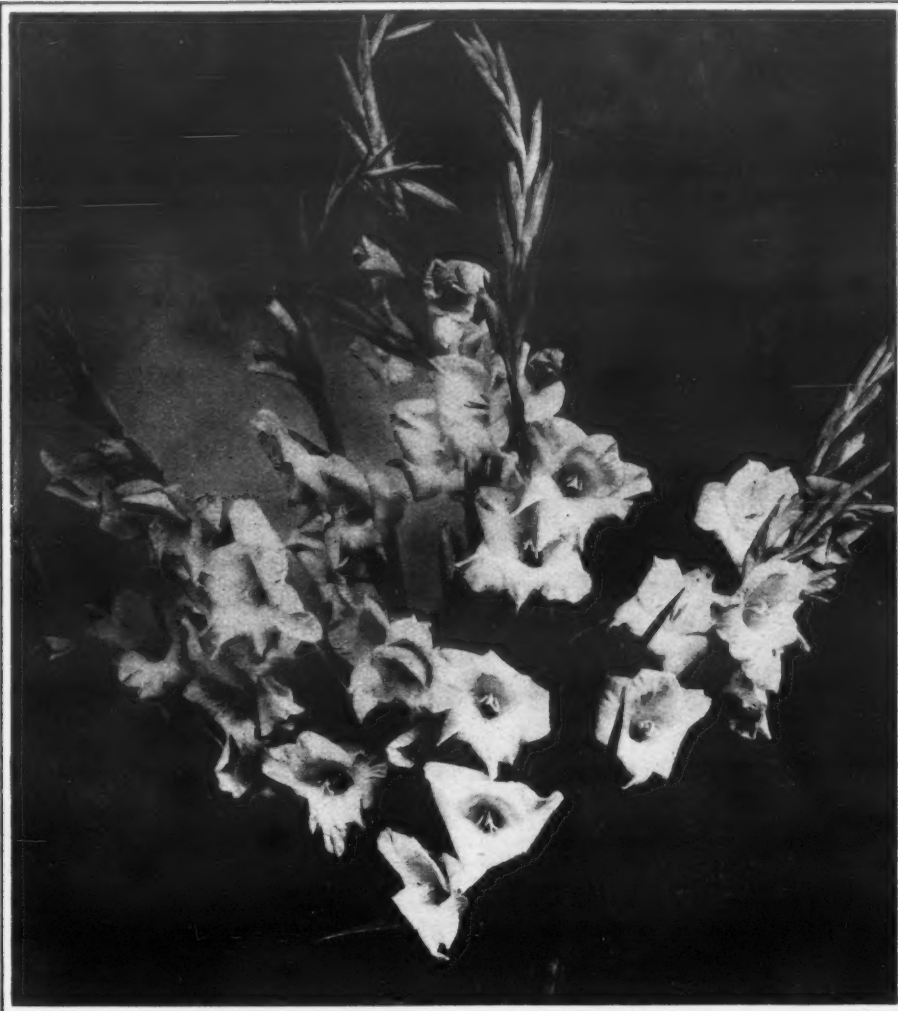


SENORA JOSEFINA GUERRA DE
SULLIVAN AND BABY.
Three Dollars Awarded to F. J.
Sullivan, Havana, Cuba.

The Glory of the Gladiolus in Autumn



"MRS. FREDERICK C. PETERS": A GLADIOLUS OF GREAT SIZE, One of the Hundreds Which Make Brilliant Masses of Color at the New York Botanical Garden in Bronx Park. (Courtesy Doubleday, Doran & Co., Inc.)



"STARLIGHT": ONE OF THE LARGEST GLADIOLI, As Seen When Massed for Exhibition Purposes. (Courtesy New York Botanical Garden.)



"GAIETY": THIS LARGE-FLOWERED VARIETY OF GLADIOLUS, to be Seen at the New York Botanical Garden, Well Deserves Its Name. (Courtesy New York Botanical Garden.)

HUNDREDS of diversely painted gladioli, blazing cannas, and dahlias in red, purples, pinks, and lavender, are to be seen at the New York Botanical Garden in Bronx Park.

The water lilies, in tanks near the central greenhouses and on Water Lily Lake, add, with their odd and brilliant tones, an exotic effect. Their leaves,

bronze-striped, red, and of varied greens, carpet the water's surface and are no less decorative than the variegated blooms.

The gladioli and cannas are massed in the Horticultural Grounds, south of the Rock Garden, and near the Southern Boulevard. The dahlias form a horse-shoe curve west of the Museum Building.

All these flowers will continue to blossom until frost, according to Garden officials.

The gladioli, dahlias and water lilies include many new varieties this year. In the gladioli beds are 450 varieties of Summer and Fall bloomers.

More variety occurs in the forms of the gladiolus than in any other single

genus of plants, gladiolus experts declare. Examples of old, intermediate, and the very newest forms are blooming at the Garden. With the increase in popularity of the gladiolus, a whole new flower lore is growing up about it.

Crossings among the 250 known wild gladioli and their hybrids have resulted in the great variety seen at the Garden.



STUDYING THE AMERICAN CORN CROP: DR. H. W. MUMFORD, Dean and Director of the College of Agriculture, University of Illinois, Who Recently Spent Three Months as One of Ten Americans on a Commission Which Made a Survey of German Agriculture for the Farming, Banking and Industrial Interests of That Country. (Times Wide World Photos.)

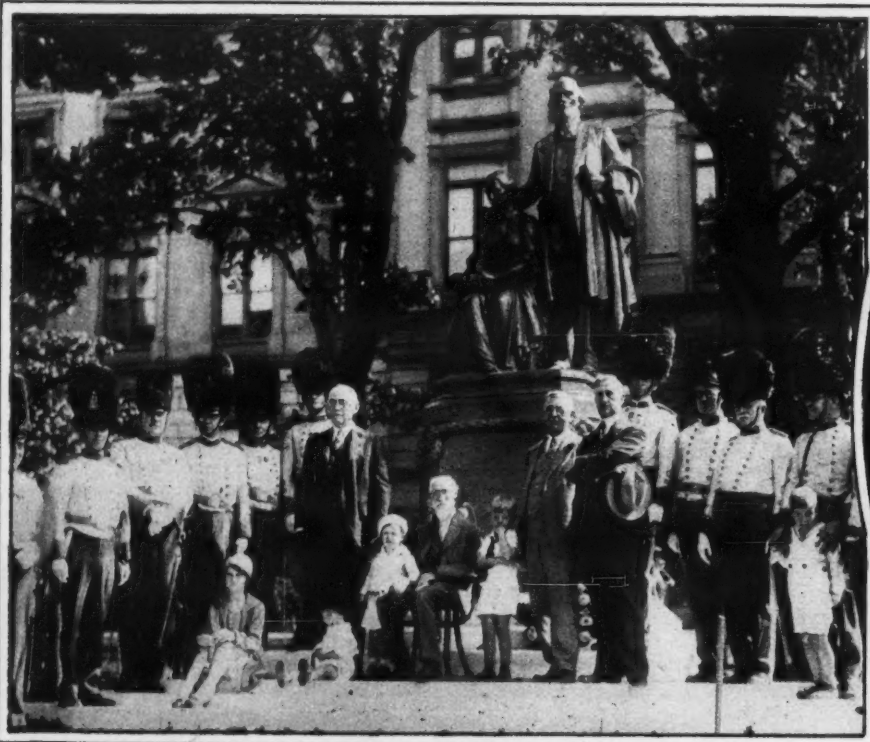


TEA AT SEVEN THOUSAND FEET ABOVE SEA LEVEL: THE SADDLEBACK TEA HOUSE, a Favorite Pony Ride for Visitors to Lake Louise, in the Canadian Rockies.

(Courtesy Canadian Pacific Railway.)



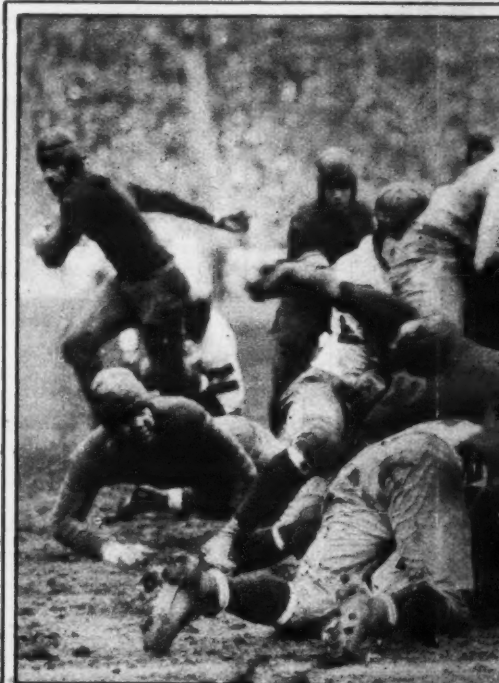
THE TITANIC METROPOLIS OF THE MODERN WORLD
MANHATTAN
as Seen From Brooklyn, Across the East River. The
Panorama of the Most Wonderful of All Skylines,
Architecture Has Expressed in Steel and Stone
(© Willis)



TWO GOVERNORS OF GEORGIA, FATHER AND SON:
A STATUE OF JOSEPH E. BROWN,
the Civil War Governor of the State, Is Unveiled on the
Grounds of the Capitol in Atlanta, With Former Governor
Joseph M. Brown, His Son, as Guest of Honor. The Latter
Is Seated in Front of the Statue, With Three of His Grand-
children. At the Left Is Governor L. G. Hardman; at the
Right Mayor Ragsdale of Atlanta and Frederick J. Paxson,
Master of Ceremonies, While Members of the Old Guard of
Atlanta Are Present in Their Picturesque Uniforms.



A GIRL OF PIONEER
DAYS IN GEORGIA: MISS
SARA OLGA BROOKS,
a Student at Andrew College,
Takes Part in Randolph County's
Centennial Celebration.
(Times Wide World Photos.)



THE SCORELESS
BETWEEN CALIF
SOUTHERN CALIF
TWO VARSITY
in Action During th
Ended 0 to 0. Saunde
California Is Seen
One of His Team-M
Arms of an Oppo



AN OLD-FASHIONED BARBECUE: MRS. RUTH HANNA McCORMICK,
Candidate for Congress, and Daughter of the Late Mark Hanna, Was Hostess at Her Rock River Farm Near
Byron, Ill.
(Times Wide World Photos.)



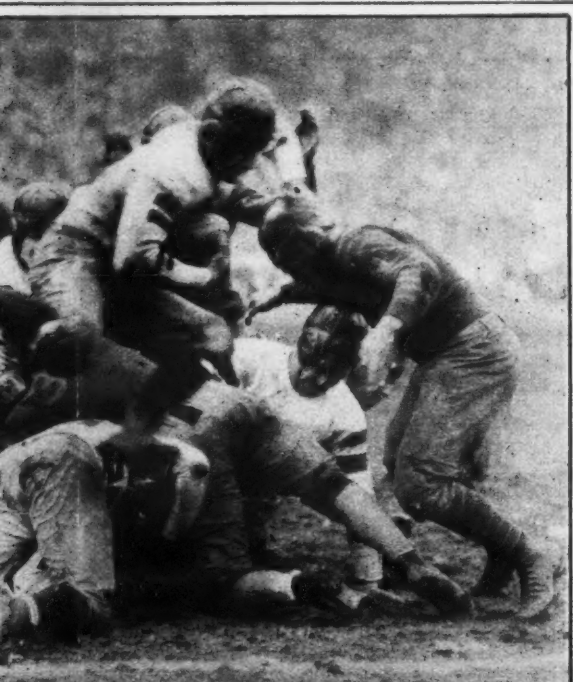
A COLLECTOR OF SUGAR CANE: DR. E. W.
BRANDES,
Head of the Plant Exploration Expedition Which
the United States Department of Agriculture
Sent to Papua and New Guinea, Has Returned
to Washington With 167 New Varieties of Sugar
Cane. While in the East Indies the Party Is
Said to Have Flown 10,000 Miles.
(Times Wide World Photos.)



ROYALTY IN DIXIE
WALKE
Reigned as Queen W
County, Ga., Held
Pagean
(Times Wide Wo



MODERN WORLD: A VIEW OF THE LOWER PART OF MANHATTAN ISLAND, East River. The Brooklyn Bridge Is at the Right of This All Skyline, Where the Untrammelled Genius of American and Stone the Soaring Spirit of Western Civilization.
(© William Frange.)



SCORELESS BATTLE BETWEEN CALIFORNIA AND ILLINOIS: THE TWO VARSITY SQUADS Collided During the Game Which Ended 0 to 0. Saunders of Southern California Is Seen Jumping Over His Team-Mates Into the Arms of an Opposing Player.



TY IN DIXIE: MISS LEILA WALKER as Queen When Randolph Ga., Held a Centennial Pageant.
(Times Wide World Photos.)



BASEBALL IN SUMMER, FLYING IN WINTER: FRED HEIMACH, Pitcher of the New York Yankees, Is an Aviation Enthusiast and a Skilled Pilot and Spends the Months When He Is Not Playing Baseball at the Camden (N. J.) Airport. During the War Heimach Was in the Army Air Service.



PRIZE-WINNING TWINS: MURIEL AND KATHERINE JOYCE LEWIS, 4½-Year-Old Daughters of Mr. and Mrs. George Lewis of New York, Have in the Past Two Years Won No Less Than Fifteen Cups in Baby Contests, Which Is Believed to Constitute a World's Record.
(Times Wide World Photos.)



THEATRICAL VISITORS FROM ENGLAND: NOEL COWARD, Playwright and Actor, and Author of the Forthcoming Revue, "This Year of Grace," Arrives on the Majestic With Mrs. C. C. Cathrop, Who Designed the Scenery to Be Used in the Production.
(Times Wide World Photos.)



"NEPTUNE'S DAUGHTER": A CHARMING DANCE at the Golden Gate by San Francisco Girls. (Times Wide World Photos.)

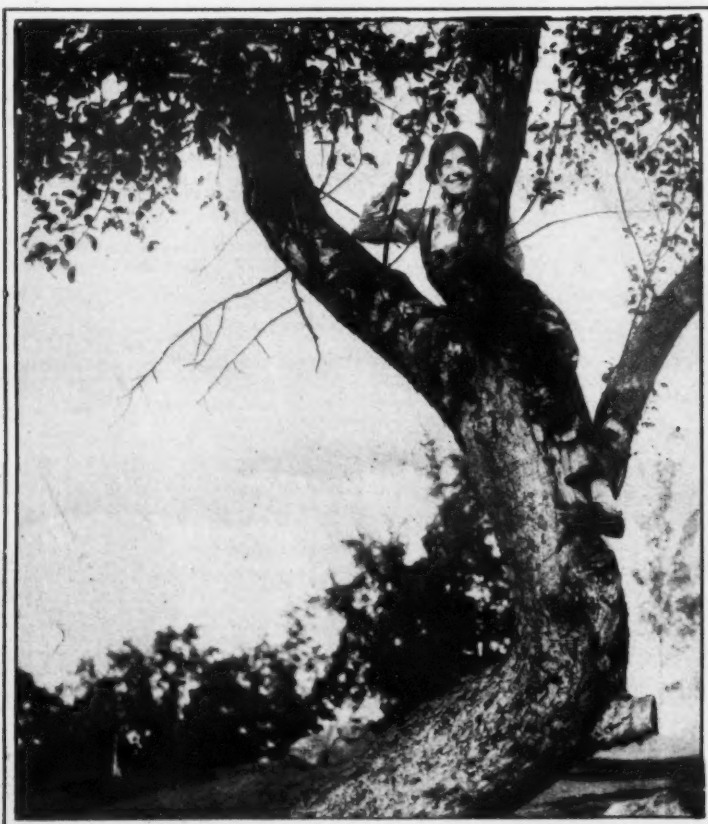


THE WONDER CITY: A VIEW OF "SKYSCRAPER TOWN,"

Otherwise New York, From the Top of the New Chanin Building, Fifty-four Stories Above Street Level, at Forty-second Street and Lexington Avenue.
(Times Wide World Photos.)



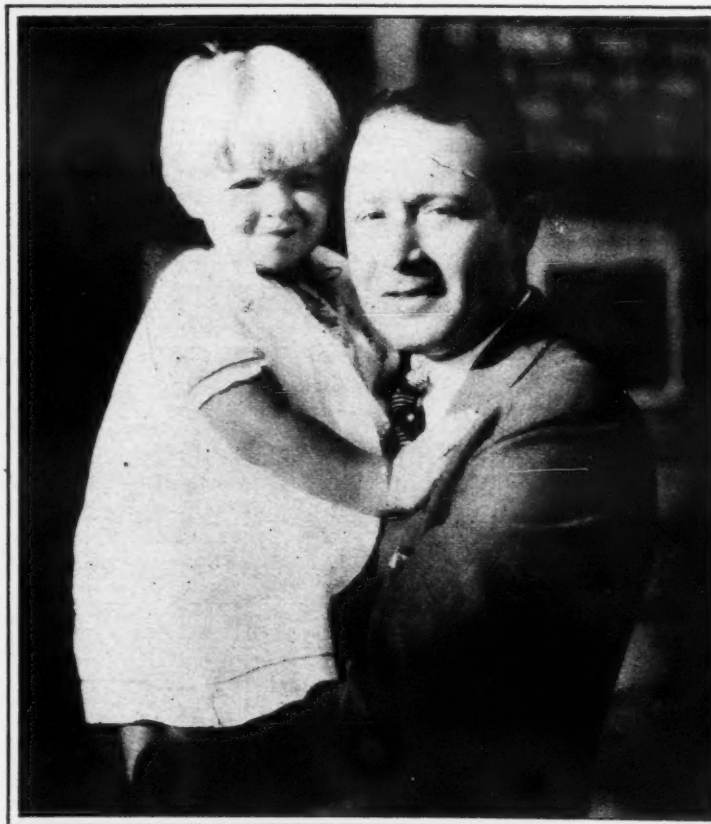
"HELLO, SPAIN!" SAYS MR. COOLIDGE (OR WORDS TO THAT EFFECT): THE NEW TELEPHONE SERVICE Overseas Is Opened With a Conversation Between the President and King Alfonso.
Left to Right: Reuben Clark, Acting Secretary of State; President Coolidge, President Walter S. Gifford of the American Telephone and Telegraph Company, and Joseph H. De Frees, Chairman of the Board of the United States Chamber of Commerce.
(Times Wide World Photos.)



AN ACTRESS AT HER EASE: CLAIBORNE FOSTER, Star of "Eva the Fifth," Practices Tree-Climbing at Her Country Home at Westport, Conn.
(Times Wide World Photos.)



ARRIVES ON THE OLYMPIC: ANNE ROSELLE, Concert Singer, Whose Next Tour Will Begin in Chicago This Month.
(Times Wide World Photos.)



TWO SHADES OF BLUE: A MOTION PICTURE STAR AND HIS DAUGHTER, Namely, Monte Blue, Well Known on the Screen, and the Young and Charming Miss Barbara Ann Blue.



MIGHTY MEN OF BUSINESS: PIONEERS OF AMERICAN INDUSTRY

Are Honored at a Dinner at the Hotel Astor, New York, Following a Conference on Major Industries at Columbia University. Left to Right: Harvey S. Firestone, Julius Rosenwald, Thomas A. Edison, Sir Thomas Lipton, Charles M. Schwab, Henry Ford, Walter P. Chrysler, George Eastman and Thomas E. Wilson.

(Times Wide World Photos.)



THE LANTERN THAT LIGHTED NELSON'S DEATH: IT WAS USED BY THE SHIP'S DOCTOR

on Board the Victory at Trafalgar, and Is Now in the "Ward Room" of the New Lord Nelson Hotel at Halifax, N. S.

(Times Wide World Photos.)



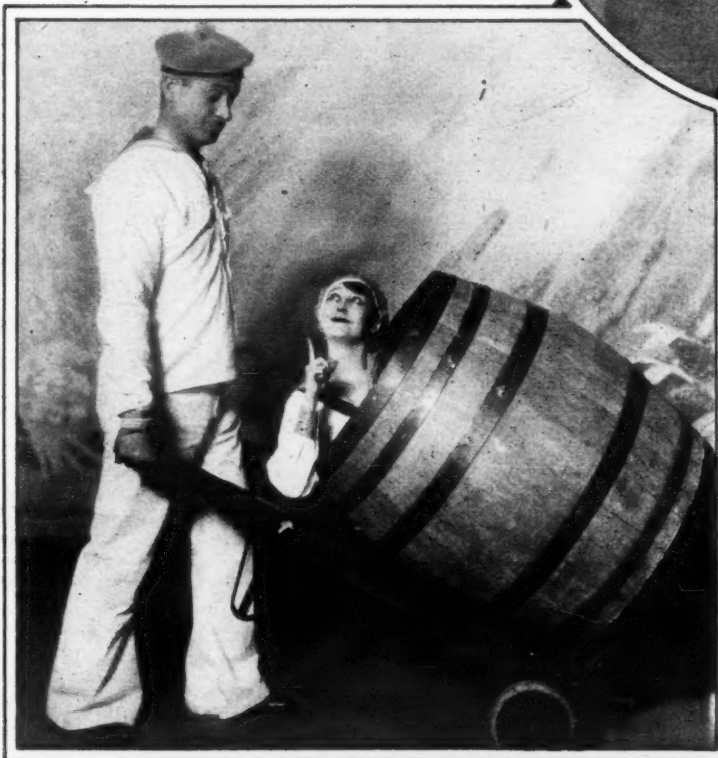
THE SON OF THE FORMER PRESIDENT AND PRESENT CHIEF JUSTICE: CHARLES P. TAFT of Cincinnati, Ohio, President of the International Convention Y. M. C. A., at the Fifth Annual Meeting of the National Council of the Y. M. C. A. in Chicago.

(Times Wide World Photos.)



THE SINGING BARBER OF CHICAGO: RUBINO LETTERIELLO Rehearses for an Operatic Career While Administering Shaves and Haircuts. He Is 27 Years Old and Has a Wife and Three Children.

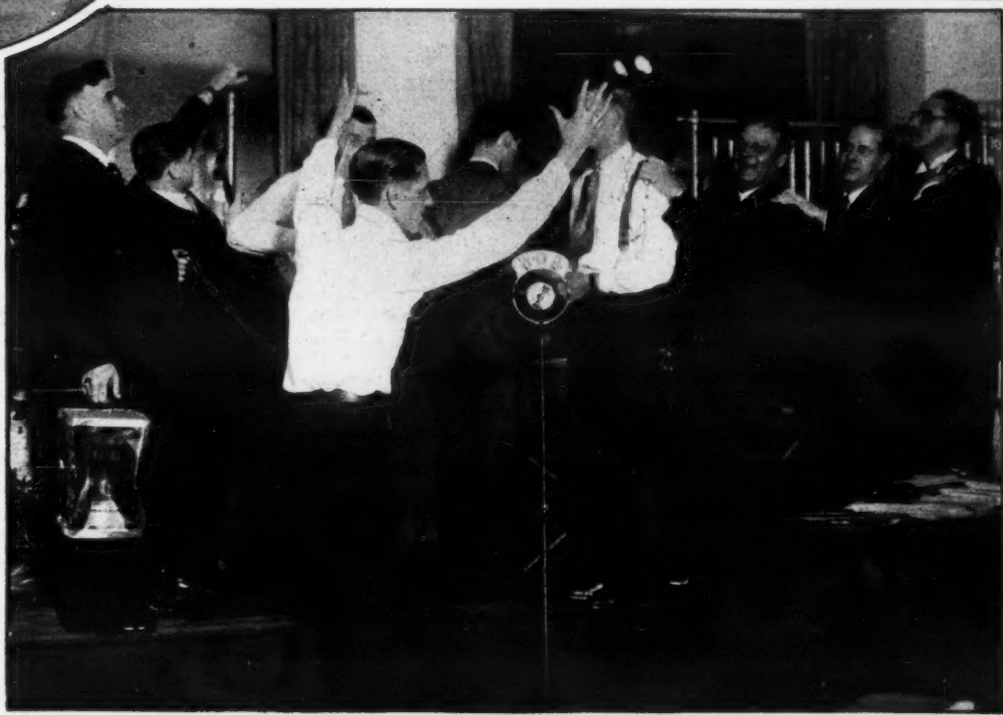
(Times Wide World Photos.)



"THREE CHEERS!" WILL ROGERS AND DOROTHY STONE

in the New Musical Show at the Globe Theatre, New York. The Famous Humorist Is Substituting in the Stellar Role of His Friend, Fred Stone.

(White.)



NAPOLEON'S RETREAT FROM MOSCOW: BEHIND THE MICROPHONE OF STATION WOR

During the Broadcasting of a Historical Feature of the Playhouse Hour. The Men Bearing Chains Made a Noise Like Prisoners on the March.

(Times Wide World Photos.)

*Latest Fashions Favored by the
Gay City on the Seine*

Selected by Grace Wiley, Paris Fashion Editor



**JANE REGNY'S NAVY BROADCLOTH
FROCK**
Has the Skirt in Two Circular Tiers and
Has Inserted Trimming Bands of Navy
Satin on the Waist.



THE HUGE SCARF BOWS
Tied at the Front of the Neck Are Louise-
boulanger Innovations. The Frock Is in
Olive Green Wool With Matching Satin
Scarf.



THE CHINESE FEELING OF THIS YTEB FROCK
in Dark Brown Crêpe Satin Is Heightened by Its
Chinese Red Underdress and the Frogs With Green
Tassels.

**POIRET LOVES THE ORIENTAL
SPLENDOR**
of Red and Gold Embroidery in Dark Blue.
He Employs It Here to Simulate an Under
Blouse and Bolero on a Navy Broadcloth
Frock.



BLACK CHIFFON VELVET
Has Pocket on Either Hip and Underdress
of Polka-Dotted Satin and a Little Hood-
Like Collar at Back. From Jenny.



LELONG FEATURES A NEW HEAVY SATIN
in This Clever Frock, With Double Diagonal Folds
Simulating a Bolero.

(Photos Times Wide World, Paris Bureau.)

NEW STYLES IN NEGLIGEEES, PAJAMAS AND OTHER THINGS

Selected by Katherine McCormack, Fashion Editor



A LOVELY NEGLIGEE OF FLESH-COLORED SILK, Trimmed With Double Bandings of Marabou and a Bunch of Pink Flowers.



(Designs courtesy Mackoud Bros. & Co.)

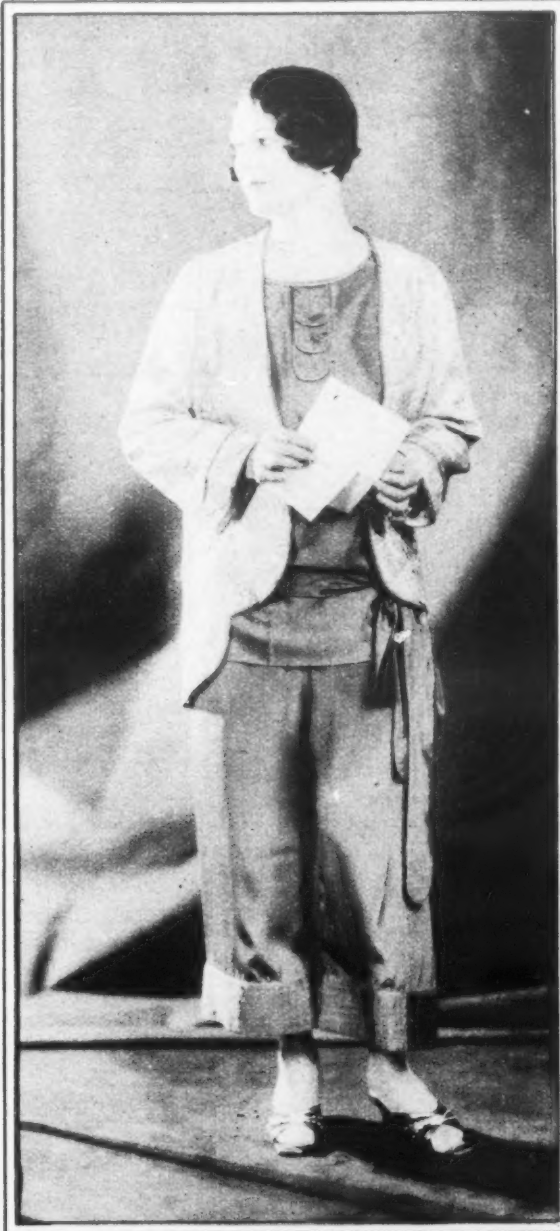
(Photos New York Times Studios.)

THIS WOOLEN ROBE COMES IN ALL THE NEW FALL SHADES and Is a Most Practical Garment for the College Girl, for It May Also Be Worn as a Coat by Removing the Corded Belt.

THE new negligees, house wraps and frocks are being made up in fashions closely following those noted in both day and evening dresses. Colors, however, in some instances are brighter and gayer, but then again there are several models especially featured in practical shades. The luxurious negligees are seen with new sleeves, either very long and flowing or just coming to the wrists. In the latter attention is focused on the cuffs, which are very fancy or intricately cut. Materials include the sheerest of chiffons, velvets in all weights, satin, plain and brocaded; plain crepes and woolsens in plaid, striped and all-over designs.

In the pajama ensembles two different fabrics are combined. The jumper and trousers are made of the same material, while the jacket is of another fabric. Jackets, incidentally, may be removed, since most of the jumpers are made with sleeves, or the jackets themselves are sleeveless.

House frocks, on the other hand, are far more practical than any which have been shown for some time back. The styles are all well thought out, with the needs of the busy woman considered. K. McC.



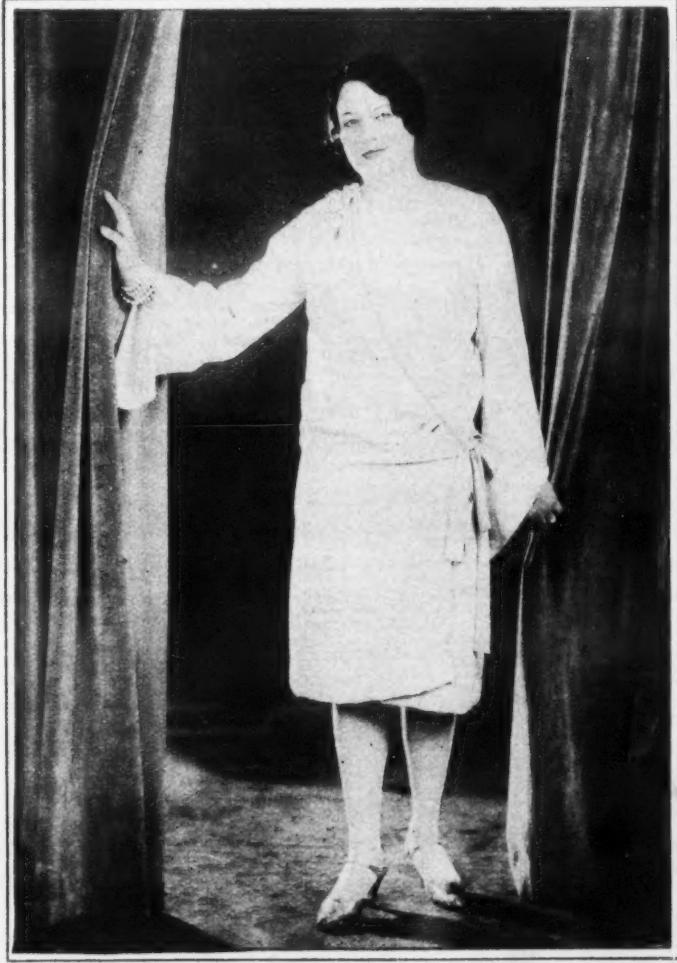
HOSTESS PAJAMAS MADE IN THREE-PIECE STYLES, the Jumper and Trousers of Bright-Colored Taffeta, While the Cut-Away Jacket Is of Heavy Brocaded Satin.



CHIFFON AND CHIFFON VELVET ARE COMBINED in This Charming Negligee With Long Flowing Sleeves and Fringed Collar End.



VELVET AND METALLIC CLOTH Are Used in This Hostess Gown, Which Features the Fitted Bodice and Flaring Skirt.



THIS CHARMING HOUSE FROCK, Which May Be Worn as Negligee, Comes in a Variety of Colors and Is Simple to Adjust. It Fastens on the Shoulder and Ties at One Side.

Information as to Where the Articles Shown on This Page May Be Purchased Will, on Request, be Given by the Fashion Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

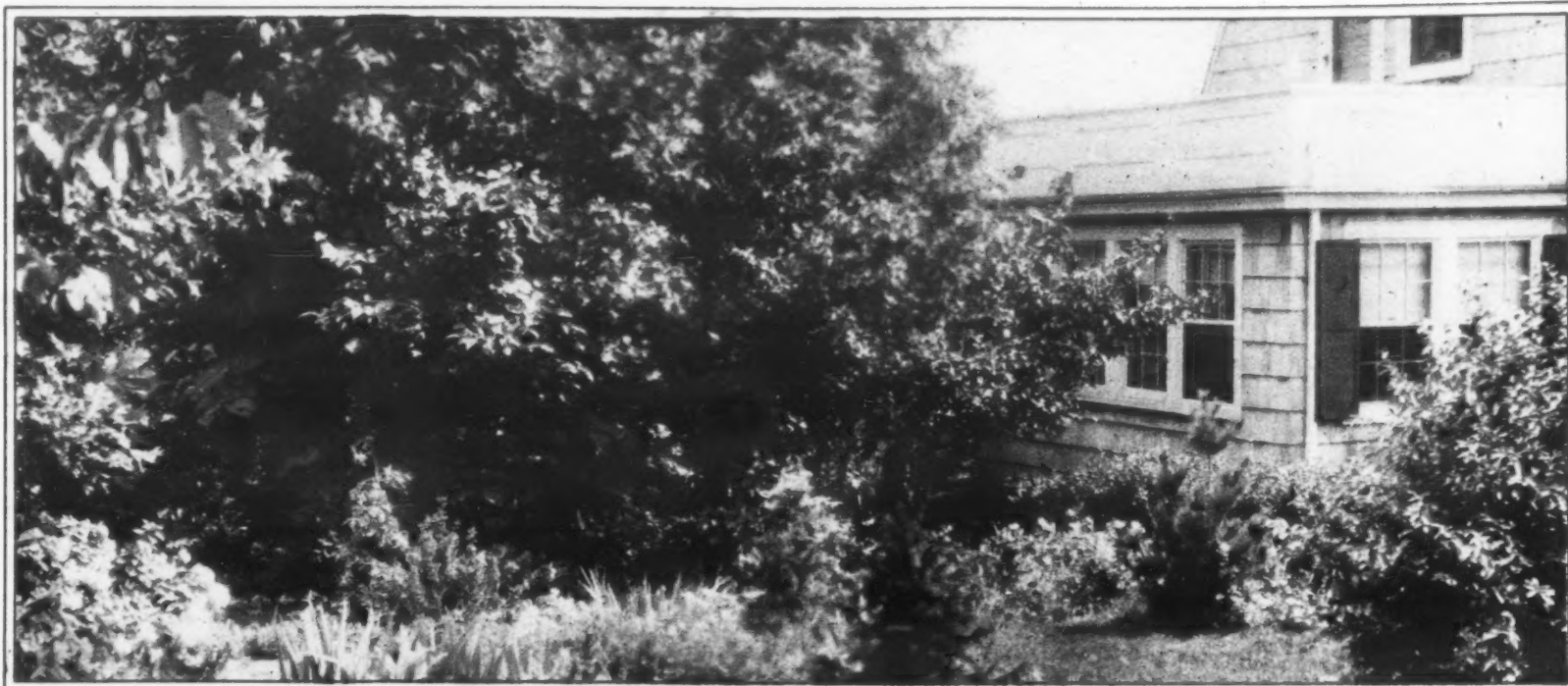
CASH PRIZES AWARDED IN THE HOME GARDEN CONTEST



**First
Prize—
Ten Dollars**

*Won by
Harry S.
Slocum,
Bluefield,
W. Va.*

WHERE NATURE
IS A NEAR
NEIGHBOR.



Second Prize—Five Dollars
Won by Mrs. John W. Kemp, Los Angeles, Cal.
LAWN AND GARDEN.

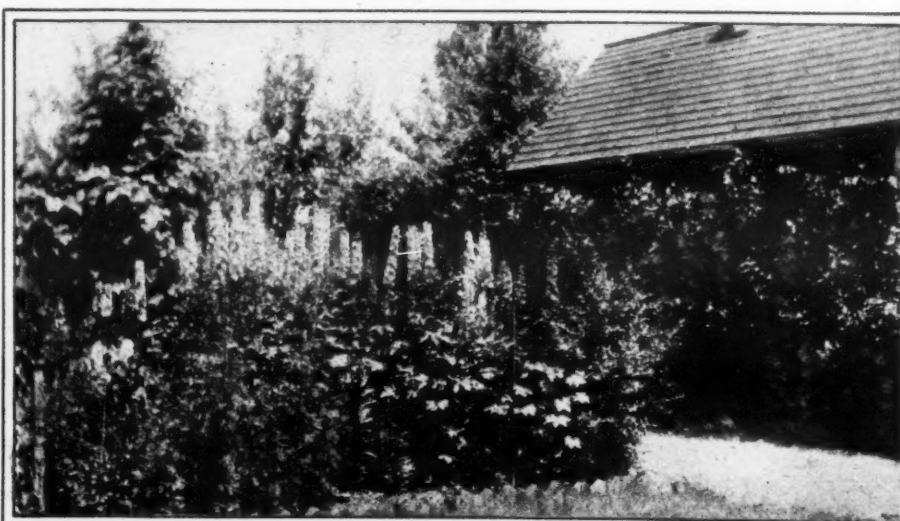
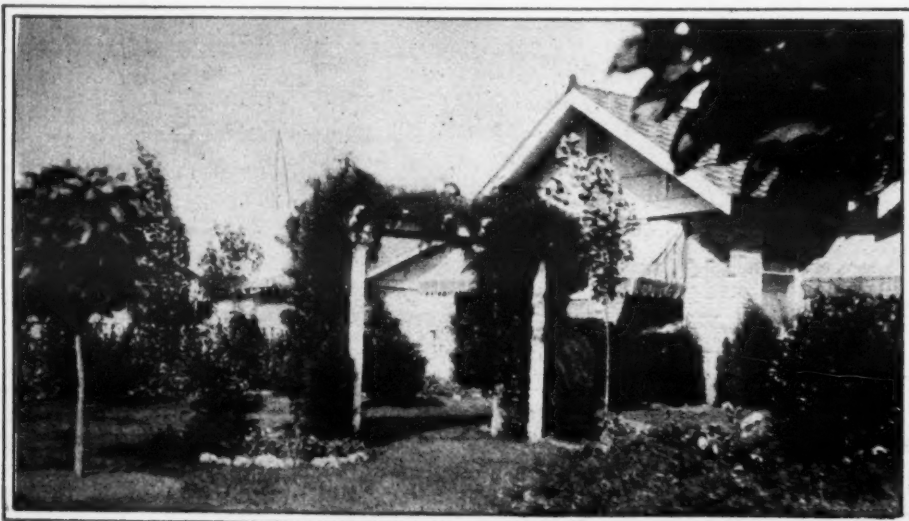


MID-WEEK PICTORIAL invites its readers all over the land to send in photographs of their gardens to be entered in its Garden Contest. The competition is not intended to include great estates with their staffs of highly paid gardeners. Rather it applies to gardens that adjoin or surround the typical American home. The award of prizes will be based not on the size of the gardens, but on their beauty, variety and design—all the elements that add to their attractiveness and appeal.

The prize-winning photographs sent in each week will be reproduced the next week in the pages of Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph adjudged the best each week; five dollars (\$5) for the second best, and three dollars (\$3) for each additional photograph published.

Send photographs, not negatives. Pictures will be sent back on request if return postage is enclosed. It is hoped and believed that the contest will stimulate interest in gardening and add greatly to the exterior beauty of the home. Questions are invited, and expert advice will be given for the making and maintaining of a garden.

All readers of Mid-Week Pictorial are eligible to take part in the competition. Send your entries to the Garden Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



**A
SOUTHERN
GARDEN.**
**Three
Dollars
Awarded
to J. J.
Williamson,
Little
Rock,
Ark.**



SPACIOUS LOVELINESS.
Three Dollars Awarded to Mrs. W. D. Easley, Bluefield, W. Va.

**WHERE
BEAUTY
DWELLS.**
**Three
Dollars
Awarded
to Miss
Nell
Rorer,
Roanoke,
Va.**



Virginia Battlefield Memorial Is Dedicated



MR. COOLIDGE AT FREDERICKSBURG, VA.: THE PRESIDENT AND HIS PARTY
Arrive for the Dedication of the Fredericksburg and Spottsylvania Battlefield Memorial. Left to Right: Mrs. Coolidge, the President, Governor Byrd of Virginia, Secretary Swanson of Virginia and Admiral Charles F. Hughes. (Times Wide World Photos.)



DEDICATING THE BATTLE MEMORIAL: "THIS DAY IS NOT TO MARK A LOCAL OR SECTIONAL OCCASION, It Is to Mark a National Occasion. The Great Questions Which Were at Issue on These Battlefields Were National Questions. Out of the Decision to Which They Were Finally Brought There Has Been a Common Advantage and a Common Progress Which Has Accrued to the Whole Nation." (Times Wide World Photos.)

ANATIONAL military park and memorial on the battlefields of Fredericksburg and Spottsylvania Court House, Va., where some of the bloodiest actions of the Civil War were fought, was formally dedicated by President Coolidge on Oct. 19.

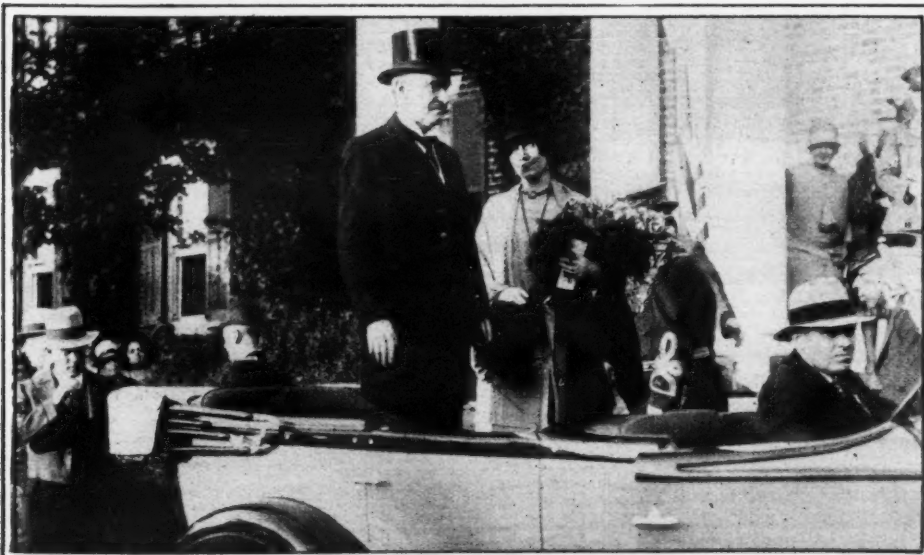
His address was delivered from the porch of the Mansfield Hall Country Club, in the presence of an assemblage which included veterans of both the Union and Confederate armies.

The President paid a warm tribute to Virginia's rôle in American history and to the heroism displayed by both sides in the mighty struggle of the '60s. He also outlined the growth of the nation since the Civil War.

"The mansion in which dwell the people of the United States," said Mr. Coolidge, "is 'a house not made with hands.' Into it have gone the sacrifices and prayers of many generations. While it is by no means complete, it is already the most comfortable habitation which a nation ever enjoyed. Its prevailing atmosphere is marked by progress, peace and tranquillity. Sectional animosities have disappeared."



"OUR COUNTRY IS STILL WORTHY OF THOSE WHO HAVE MADE SUCH GREAT SACRIFICES IN ITS BEHALF": PRESIDENT COOLIDGE
Speaking at the Formal Dedication of the National Memorial on the Battlefields of Spottsylvania and Fredericksburg, Va. He Said That the Creation of the Memorial by Unanimous Vote of Congress Was "Another Welcome Demonstration in a Long Line of Events, Not Only That the War Is Over but That Reconciliation Is Becoming Complete." (Times Wide World Photos.)



AFTER THE ADDRESS: MR. AND MRS. COOLIDGE
Leaving the Mansfield Hall Country Club, Where the Dedication Ceremonies Were Held. (Times Wide World Photos.)



PRESIDENT AND MRS. COOLIDGE ON THE WAY TO THE MEMORIAL
Through the Quaint Old Town of Fredericksburg, Which Preserves Much of the Atmosphere and Many of the Traditions of the Early Republic. (Times Wide World Photos.)

Cash Awards to Amateur Photographers



First Prize—Ten Dollars
Won by L. E. Stoye, Boston, Mass.
DECOYS.

Amateur photographers everywhere are invited to send, at their own risk, their latest and best photographs (not negatives) to Mid-Week Pictorial, which will award a first prize of ten dollars (\$10.00) in cash for the photograph adjudged the best each week, five dollars (\$5.00) for the second best and three dollars (\$3.00) for each additional photograph published.

The photographs are judged on the basis of interest aroused by the picture and the technical quality of the photographic work itself. If return of picture is desired, postage should be enclosed. Contestants must not submit pictures taken by others, or any pictures the accidental loss of which, either in this picture or in the mails, would mean a financial loss.



ONE OF THE WOES OF LIFE.
Three Dollars Awarded to H. E.
Zimmerman, Mount Morris, Ill.



Second Prize—
Five Dollars
Won by Mrs.
William Hughes,
Sioux Falls, S. D.
KINE AT
PASTURE.



THE BUNCH.
Three Dollars Awarded to Julie E.
Wilkin, New York, N. Y.



THE WOOLLY FLOCK.
Three Dollars Awarded to Claud McCallum, Alma, Mich.



ON TERMS OF FRIENDSHIP.
Three Dollars Awarded to Mrs. W. B. Jernigan, Ocala, Fla.

All Photographs Should Be Sent to the Amateur Photographic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York City.

In the Weekly Prize Camera Competition



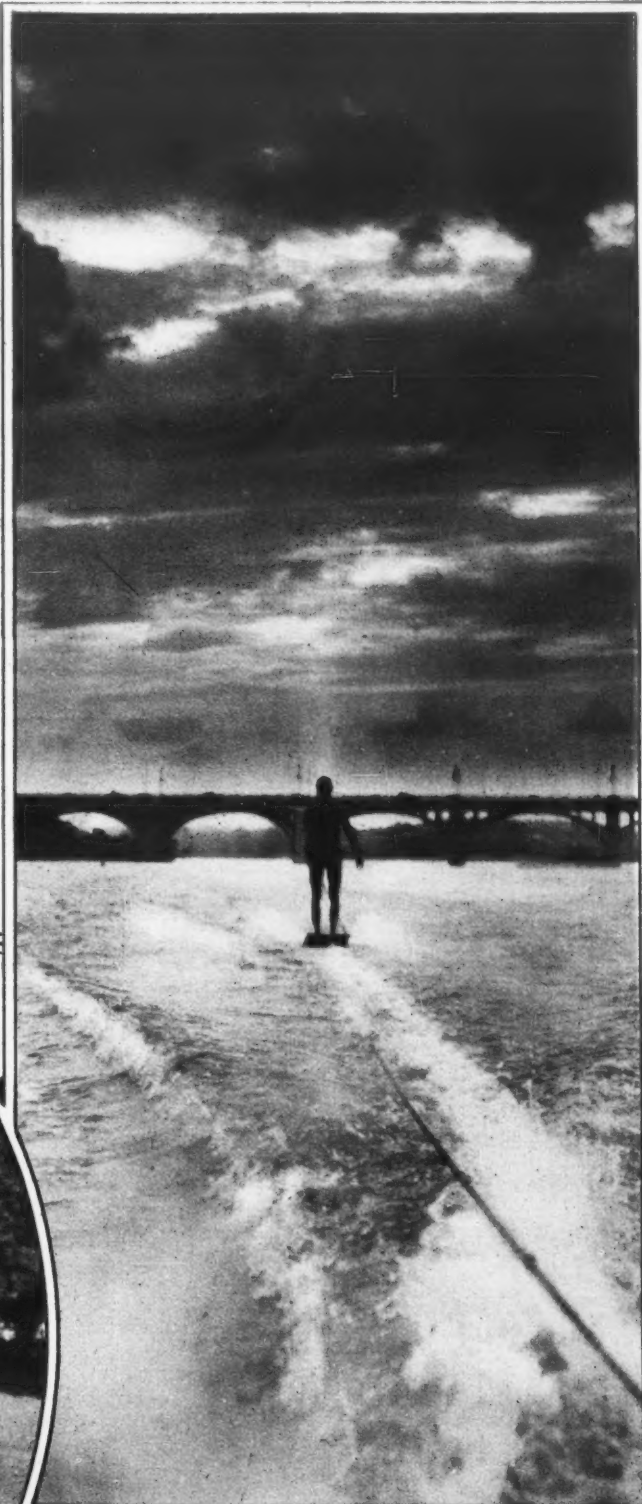
"I SHOT AN ARROW INTO THE AIR."
Three Dollars Awarded to L. Arden, Worcester,
Mass.



ONE OF THE APACHES.
Three Dollars Awarded to Bessie Wood,
Albany, N. Y.



A RIDER
OF THE
WEST.
Three
Dollars
Awarded
to George
C. Haag,
Rivera,
Cal.



RIDING A SURF BOARD.
Three Dollars Awarded to W. H. Hildebrandt,
Baltimore, Md.



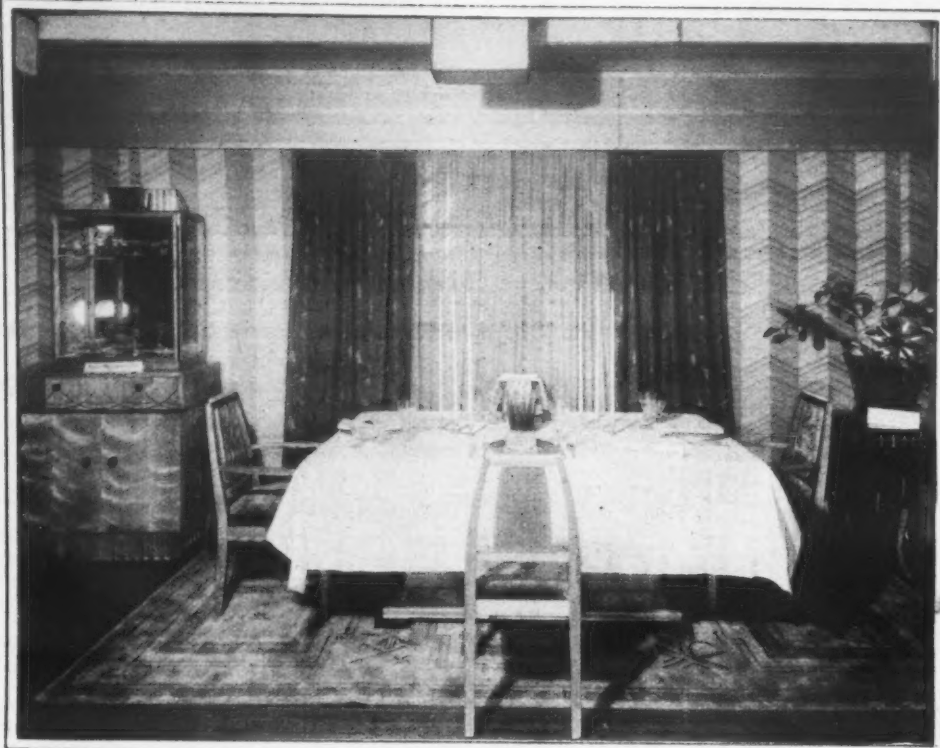
IN THE LAND OF PONCE DE LEON.
Three Dollars Awarded to Louise C. Dueth, Coral Gables, Fla.



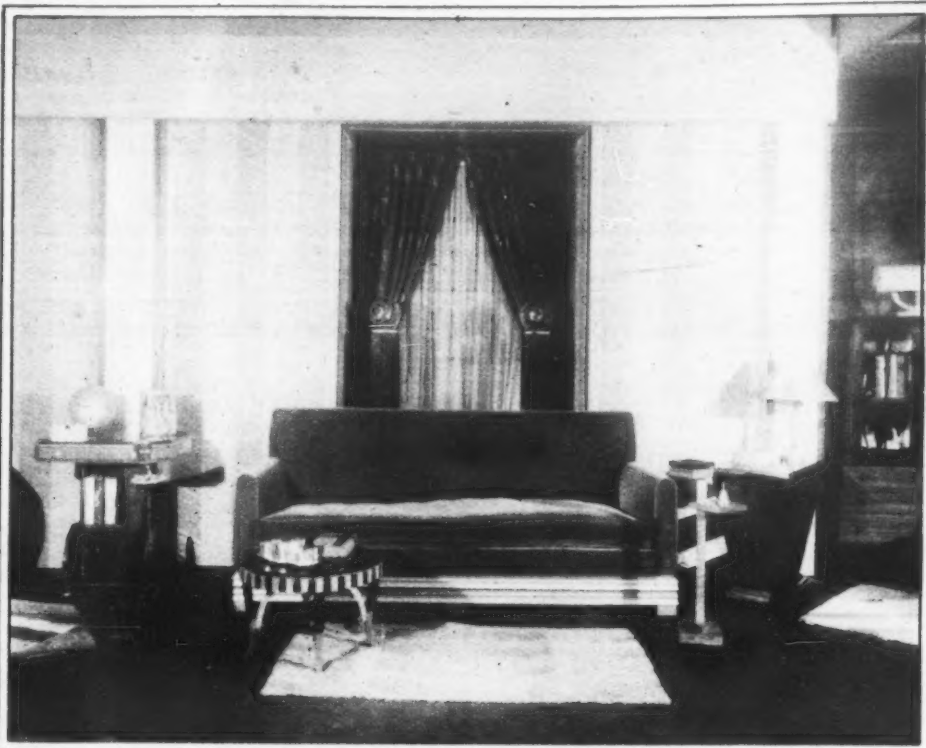
THE RETURN OF THE FISHERMEN.
Three Dollars Awarded to W. A. Gordon, Port Dover, Ontario,
Canada.

Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered, Either in This Department or Through the Mails, by the Director of The New York Times Studios.

The Art of the Painter and of the Decorator



THE FESTIVE BOARD IN THE TWENTIETH CENTURY: A DINING ROOM of the Most Modern Sort, Exhibited by James McCreery & Co. (John Adams Davis.)



TASTE AND IMAGINATION: A MODERNISTIC LIVING ROOM Shown by James McCreery & Co. at the Women's Exposition at the Hotel Astor, New York. (Bettina Winston.)



FOR EYE AS WELL AS EAR: A MODERN VICTROLA CABINET at the First Annual Exhibition of Modern American Decorative Arts at the Art Centre, New York. (John Adams Davis.)

ONE of the most interesting exhibits at the Women's Exposition held recently at the Hotel Astor, New York, was to be found on the mezzanine floor, where James McCreery & Co. fitted up a charming suite of rooms in a cleverly modified version of the modernistic manner.

Unlike many current examples of the modern mode, which incline toward the wildly fantastic in their effort to be different, these rooms followed the simple and dignified European trend. Just as Ruhlmann's of Paris rely on texture and color for the modernistic effect, so the McCreery suite depended largely upon these important elements, together with very simple architectural lines, based on modern motifs. The result is a room which would not be in the least out of place in a home where the other furnishings are in period style.

The walls were paneled in a modern damask with rayon design in varying tones of tan, with pilasters and cornices in silver fabrikoid, while the curtains of modernistic damask were in a soft rust shade over glass curtains of marquisette. The hooked rugs, imported from France, were pleasingly patterned—one with semi-circles of varying shades of soft green, the other displaying angular arrangements in cream, gray, brown and tan.



A CHARMING DINING ROOM SETTING on View at the Art Centre's Exhibition of Modern American Decorative Arts. Complete Simplicity in the Decorative Scheme Has Been Achieved by Relating Each Item in the Setting to a Silver and Green Base. (John Adams Davis.)



"MARGUERITE AND FAUST": AN UNFINISHED PAINTING by the Late Edwin Austin Abbey, to Be Shown at the American Academy of Arts and Letters, New York. Abbey Was One of the Most Distinguished of American Painters, Though Many Years of His Life Were Spent Abroad. (Offenbach.)



"MAY DAY MORNING": THE FIRST OIL PAINTING FINISHED BY THE LATE EDWIN AUSTIN ABBEY, R. A., and Exhibited in 1890 at the Royal Academy, London. It Will Be Shown at the Exhibition of Abbey's Works to Be Held at the American Academy of Arts and Letters, New York, on Nov. 8. (Offenbach.)

BEHIND THE FOOTLIGHTS



ROBERT MONTGOMERY.
(New York Times Studios.)

THE practice of literature was the original ambition of Robert Montgomery, who has his first important Broadway rôle in "Possession," at the Booth Theatre. He intended to write sea stories, and obtained first-hand information, local color, and so on for that vocation by spending several months as a wiper on oil tankers.

Like many other aspirants, however, he found that the building of a career with pen or typewriter is a most discouraging business, and at last he decided to try his hand at acting, since he had been prominent in amateur theatricals at his preparatory school at Pawling, N. Y.

This change of course resulted in an engagement with William Faversham in "The Mask and the Face," in which Mr. Montgomery played no less than seven rôles in one play. Since then he has been seen in "Dawn," with Emma Dunn; "The Carolinian," with Sidney Blackmer; "One of the Family," with Grant Mitchell; "Arlene Adair" and "The Legend of Leonora," with Grace George, and last season he appeared in "The Garden of Eden."



A CHARMING IMPORTATION FROM LONDON: FAY COMPTON in "Olympia," the new Molnar Comedy at the Empire Theatre. She is the Sister of Compton Mackenzie, the Novelist.
(Florence Vandamm.)



SHE SPEAKS! DOROTHY GISH, Star of the Screen, Appearing in the Play, "Young Love," at the Theatre Masque.
(Florence Vandamm.)

CRYSTAL HERNE in "The Grey Fox," at the Playhouse.
(White.)



Under the Glittering Lights of Broadway Theatres



W. C. FIELDS GOES TO SCHOOL in the Earl Carroll "Vanities," at the Earl Carroll Theatre.
(Hal Phylle.)



TAMARA GEVA, Featured Dancer in "Whoopie," the Eddie Cantor Show Which Will Hold Forth at the New Amsterdam Theatre.
(Alfred Cheney Johnston.)

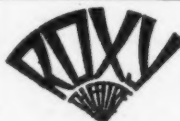
THE ENTERTAINING WILLIAMS SISTERS in "Americana," at the Mansfield Theatre.
(White.)



METROPOLITAN AMUSEMENT GUIDE

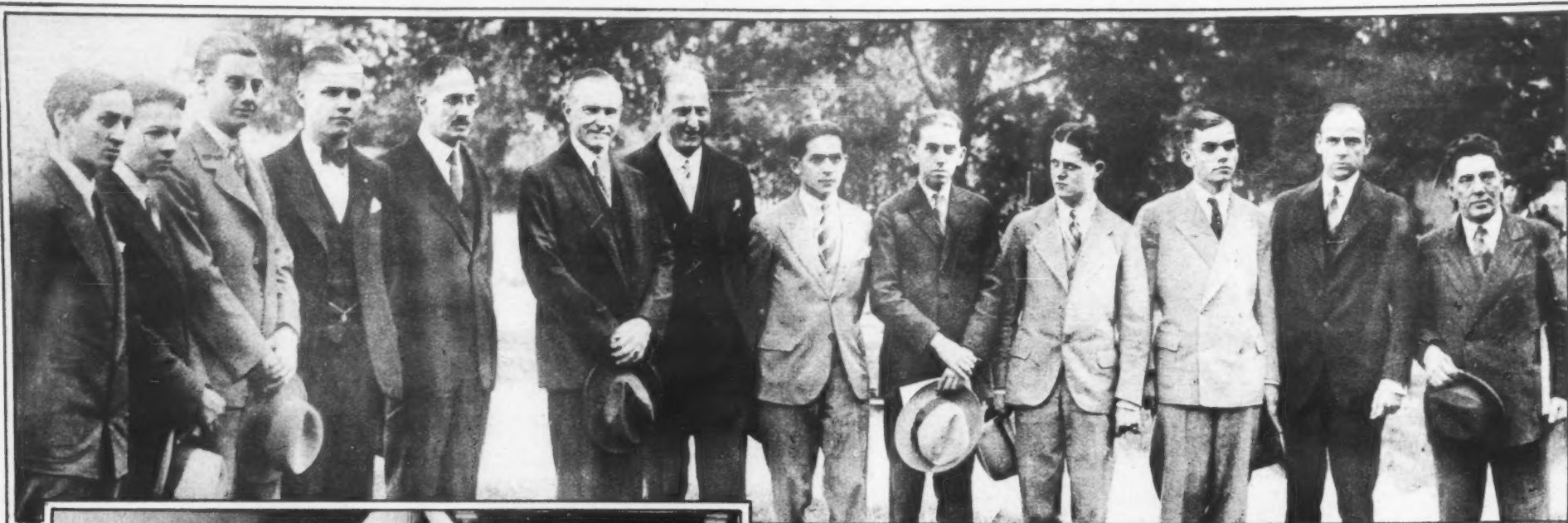
CROSBY GAIGE presents
Little Accident
A NEW AMERICAN COMEDY
By Floyd Dell and Thomas Mitchell
MOROSCO THEATRE 45th Street, West of B'way. Evs. 8:30.
Matinees Wednesday and Saturday 2:30.

FEATURE MOTION PICTURES



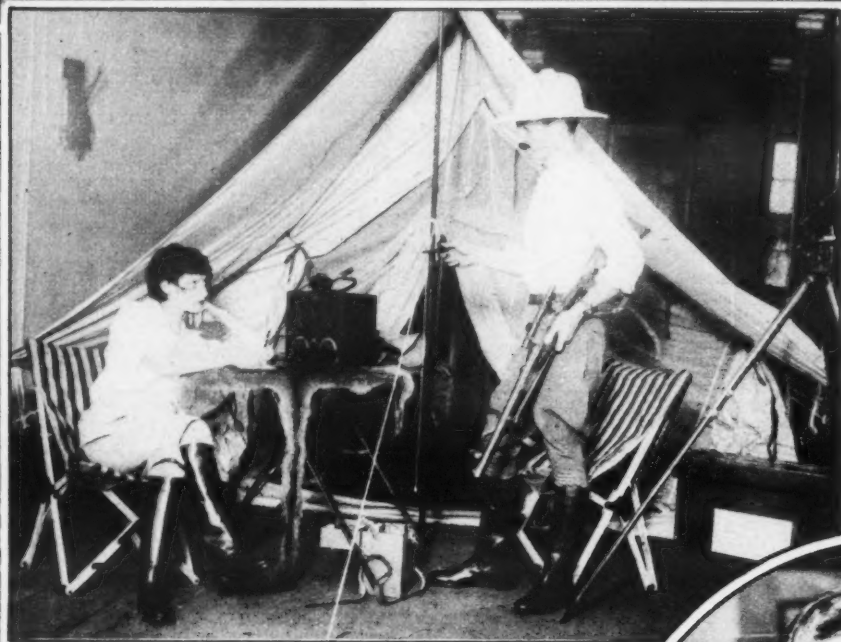
World's Greatest Show—World's Greatest Theatre
A balanced program of cinema art and divertissements. Mental recreation and physical comfort in the world's largest and most beautiful theatre. A symphony orchestra and a gorgeous ballet.
7th Ave. and 50th St.
Under the Personal Direction of S. L. ROTHAFEL

Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



HIGH SCHOOL ORATORS FROM NUMEROUS NATIONS: CONTESTANTS IN THE THIRD INTERNATIONAL CONTEST

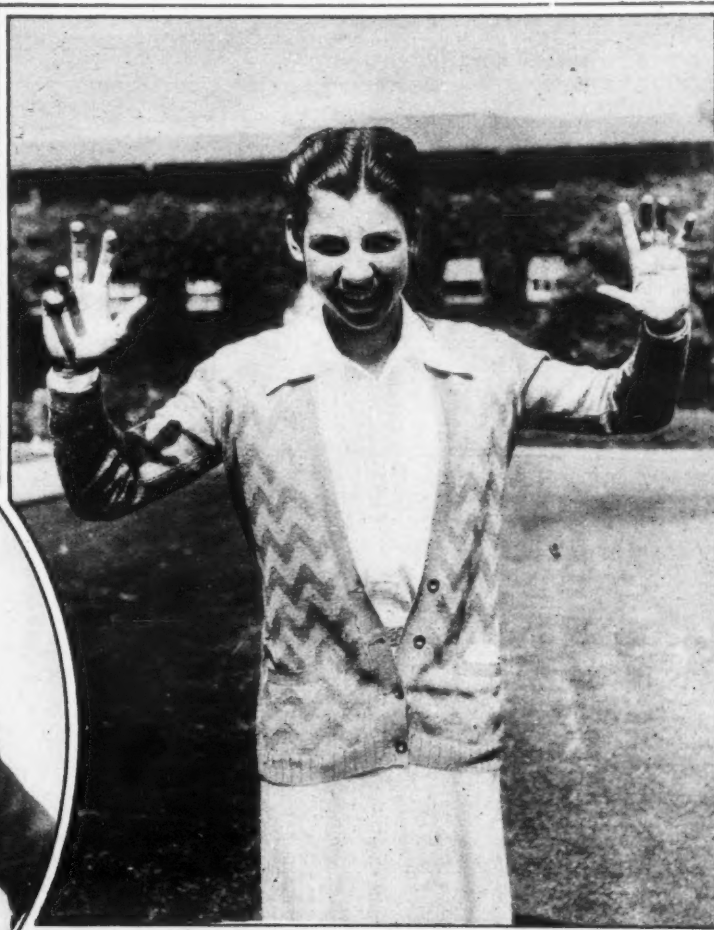
Visit President Coolidge at the White House. Left to Right: José de Tamasco, Argentina; Rene Ponthieu, France; D. R. Barker, England; J. R. Moore of Somerset, Ky.; Comte de Sarriges of the French Embassy; President Coolidge; Dr. O. C. Kiep of the German Embassy; E. B. Rosallo, Mexico; J. C. Fernandez, Cuba; William Fox Jr., Canada; Heinz Barth, Germany; Randolph Leigh and Dr. Herosa.



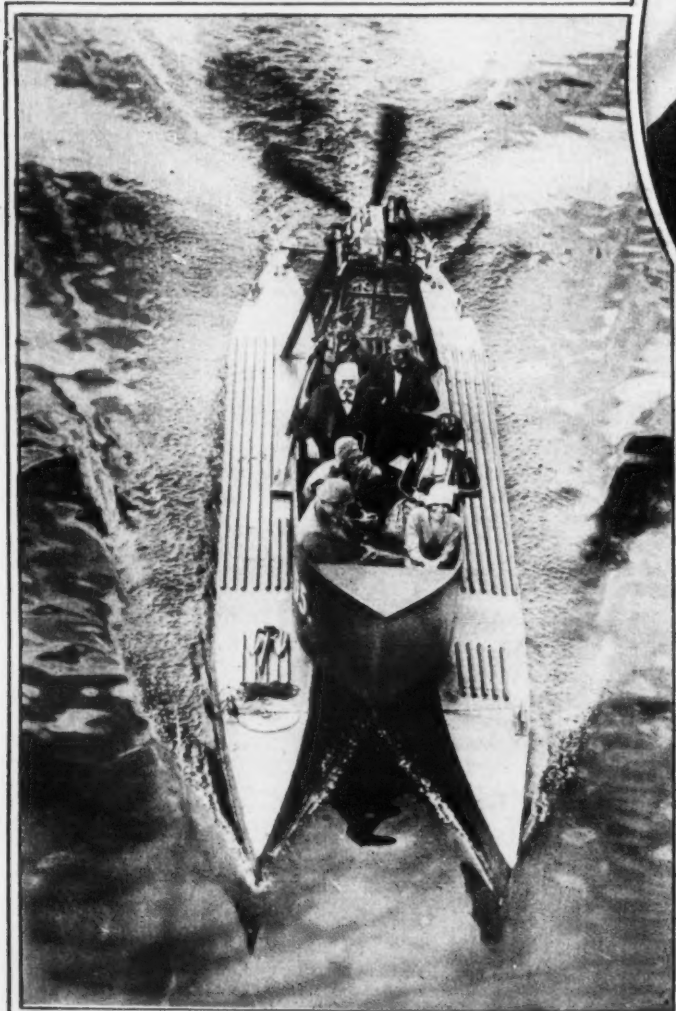
WILL PLUNGE INTO THE WILDEST REGIONS OF BRAZIL: MR. AND MRS. J. TOZZI CALVAO. With Some of the Equipment Which They Will Use on Their Expedition of Discovery. Mr. Calvao, Who Has Already Made Twelve Such Adventurous Journeys in the Interest of Science, Is An Attaché of the Brazilian Consulate in New York. (Times Wide World Photos.)



THE NEW CHIEF OF THE BUREAU OF ENGINEERS: REAR ADMIRAL HARRY E. YARNELL, Former Commander of the Airplane Carrier Saratoga, Succeeds Admiral John Halligan. (Times Wide World Photos.)



THE CHEER LEADER: MISS LARRY FRANZ Conducts the Vocal Demonstrations of the 2,500 Co-Eds of the University of California at Los Angeles. She Is a Member of the Freshman Class. (Times Wide World Photos.)



A STRANGE CRAFT: IT IS DRIVEN BY AN AIRPLANE PROPELLER As it Clips Through the Water. The Boat Was Designed by W. F. Davies of Dudley, England. (Times Wide World Photos.)



ALL IN A ROW: THE KELLEY DANCERS, Featured in the Musical Comedy, "Luckee Girl," Parade Their Striking New Winter Mufflers. (Times Wide World Photos.)

A Million and a half dollar Business a year from a weekly investment of \$31.05



SEPTEMBER 22, 1928 SALES MANAGEMENT & ADVERTISERS WEEKLY

A Million and a Half Business From Classified Advertising

BY C. A. DANN
Manager, J. P. Tierney & Sons, Inc.,
New Rochelle, New York

A SMALL classified ad in the "Business Opportunities" section of the New York Times through which we sell Tierney dining cars. Every week we insert this ad, and we average twenty replies from each insertion. By following up these twenty prospects aggressively along the lines of a tested sales plan we are able to move nearly 200 diners a year, units averaging about \$8,500 price. This is about capacity of the factory, although we have produced on this page.

It will be noted that we make no mention in our ad of the amount of capital necessary to buy a Tierney diner. This information, as well as other details, we believe, are better left for the follow-up. What we want to emphasize is the appeal to the desire for financial independence.

Why do we use such restricted advertising? We have tried advertising in media with country-wide circulation, but our experience, which extends over 32 years, has shown us that there is a territorial limit beyond which we cannot distribute our diners safely. For example, a man in California bought a diner and failed to repossess that car and transport it from California to New Rochelle. To New York, would be an expensive proposition, and in such a case the only thing we can do is to sell the car and pocket our loss. Until the section of the country from New York to Chicago, and from Maine to Baltimore, is thoroughly saturated, there is no reason for our seeking such uneconomical distribution.

All inquiries to our advertisements receive a reply by mail first. In this reply we explain our plan for financing the purchase of the diner, describe the various models of diner, their prices, and outline the various services we perform to insure the success of the operation. These services include a training period in our car, operated for that purpose at New Rochelle, lending an efficiency man to help open and start the diner, and helping the buyer select and lease a suitable location.

This mail follow-up, explaining that a minimum of \$3,300 is required as an initial investment, is effective in weeding out the curiosity-seekers. Of course our sales force follows up all many mail follow-up prevents our wasting much time with those who are not financially qualified to buy a diner.

When a prospect is sincere in his desire to open a diner the salesman qualifies him as regards his finances and experience; he is required to fill out a blank form somewhat similar to that used by automobile companies in selling cars on the installment plan, and his references are carefully checked.

In most cases the salesman is able to close the deal without difficulty, but if it seems advisable, and the distance is not too great, he will bring the prospect to the factory at New Rochelle, where we are generally able to close with him. The records which we are able to show him of the successes made by other diners are very convincing.

Our real estate department offers him a service he could hardly perform for himself. He may have chosen a location before writing us. If so, we check the location by the various yardsticks we have set up for judging the possibilities for business. It may be necessary to choose some other location. If so, we find another location for him, and drive a sharper bargain in his behalf, perhaps than he could do himself. Sometimes we drive the prospect around the general locality in which he wishes to open his car, and stumble upon a site by pure accident.

(Continued on page 671)

DINING CARS
good food at minimum cost with large profit.
TIERNEY will start you in business for a small down payment and will extend long terms, easy payment plan to responsible people.
Everything complete, even location and experience.
From J. P. TIERNEY & SONS, INC., 180 Main St., New Rochelle, N. Y. All you need is small capital and the willingness to work.
New Rochelle 6380, THE WONDER CAR.

(Above) This small classified advertisement, inserted once a week, supplies enough leads to keep the Tierney factory working at capacity.

(Left) Before a prospect completes a purchase, the company works with him in obtaining a suitable location. This diner, 55 feet long, was lightered up for delivery to Hartford.

THE TIERNEY SYSTEM
New York City
to the nation of ideas, in fact.

From
SALES MANAGEMENT
and Advertisers' Weekly
Issue of September 22, 1928

Business Opportunities The New York Times

One Bank and two Business references required.
Rates: One dollar an agate line daily.
One dollar and fifteen cents Sunday.



LADIES WHO RIDE—AND HOW! A GROUP OF COWGIRLS

Appearing in the World Series Rodeo at Madison Square Garden, New York, Line Up in City Hall Square, to the Delight of a Large Crowd.
(Times Wide World Photos.)



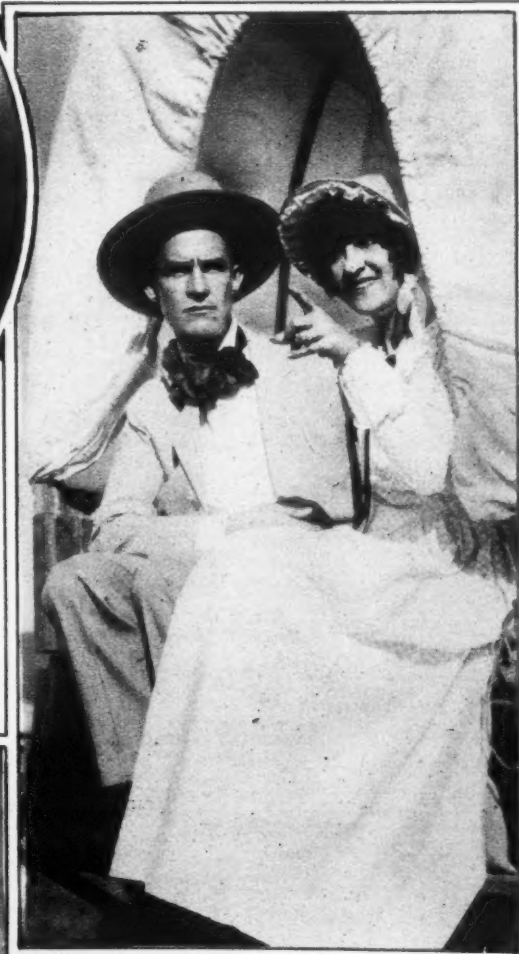
NAMED AS "MISS VIRGINIA": MISS MARTHA W. HILDEN of Newport News Will Officially Open the Newport News-James River Bridge on Nov. 17. Her Appointment for This Post Was Made by Governor Byrd.
(Hamilton M. Wright.)



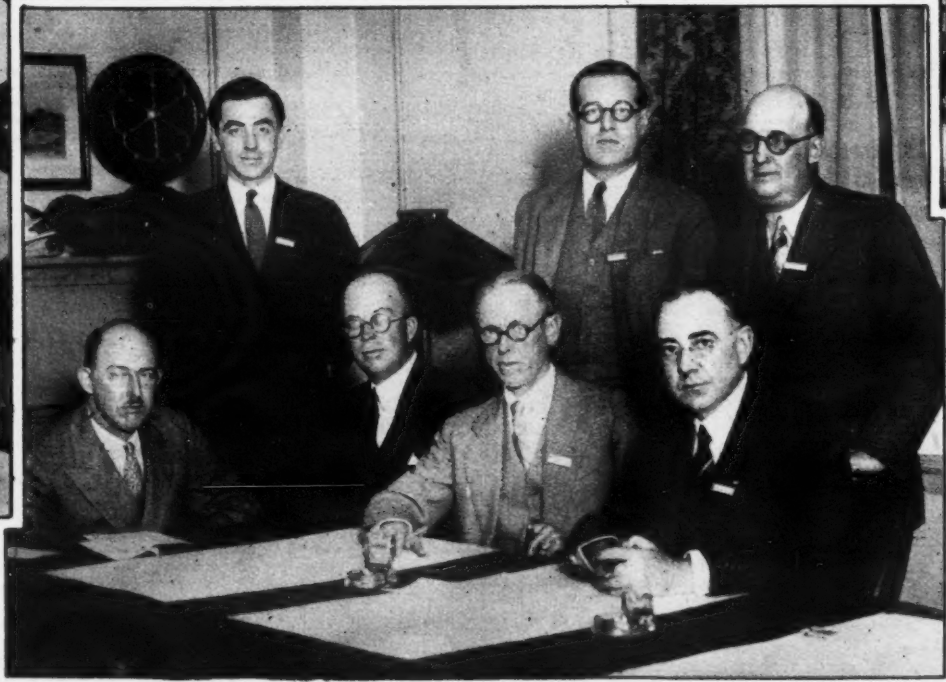
TO SING WITH THE CHICAGO OPERA COMPANY: MARIA OLSZEWSKA, Leading Contralto of the Vienna State Opera, Arrives on Her First Visit to America. (Times Wide World Photos.)



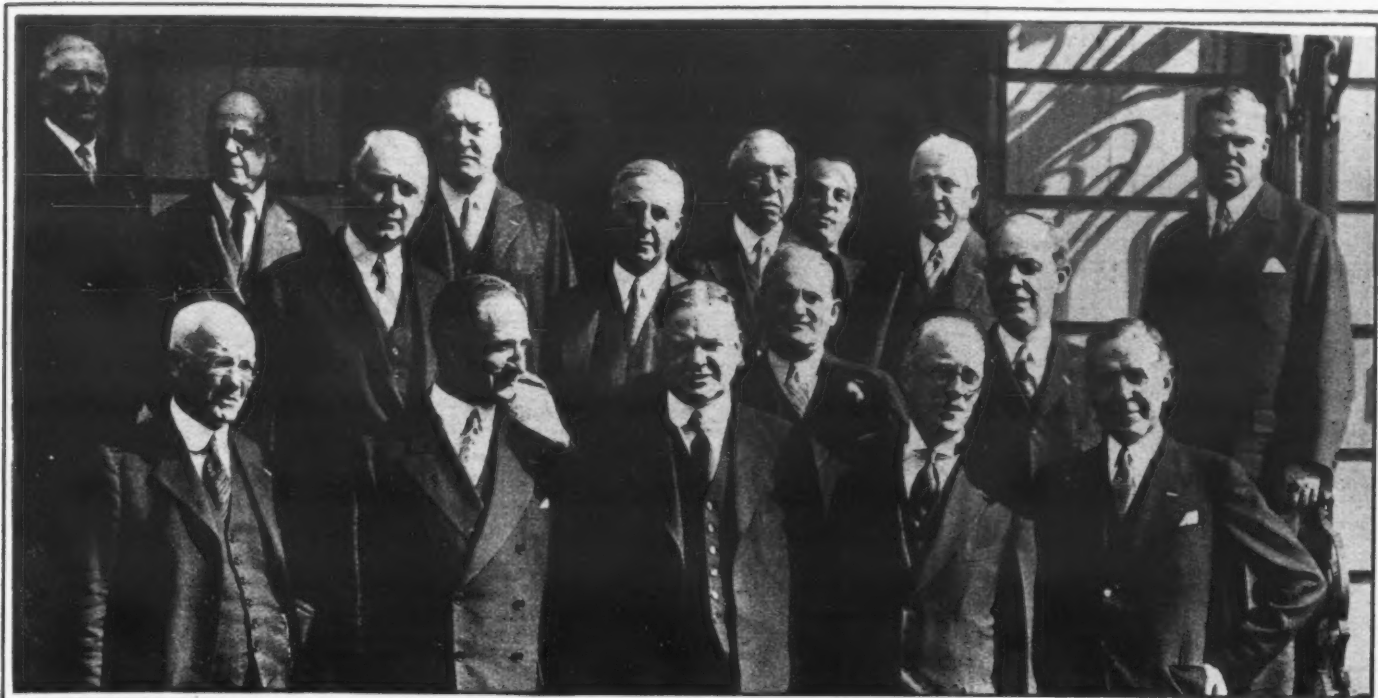
THE "ZEP" HAT: THIS TIMELY CREATION Is Worn by Eleanor Woodruff, Who Is Appearing in "Crashing Through," at the Republic Theatre. (Pinchot.)



BRINGING BACK THE DAYS OF THE EARLY SETTLERS: MR. AND MRS. WALLACE RISH in an Old-Fashioned Covered Wagon During the Picturesque Centennial Celebration Held in Randolph County, Ga.



A RADIO CONFERENCE IN THE NATION'S CAPITAL: LEADING EXECUTIVES Attend a Meeting of the National Association of Broadcasters in Washington. Left to Right, Seated: William S. Hedges of Chicago (WMAG), E. H. Gammons of Minneapolis (WCCO), Orson Stiles of Omaha (WOW) and O. D. Fisher of Seattle (KOMO). Standing: L. S. Baker of the National Broadcasting Company, J. J. Storey of Worcester (WTAG) and John Sheppard of Boston (WNAC).
(Times Wide World Photos.)



FOR THE BUILDING UP OF FOREIGN TRADE: THE HOOVER-CURTIS NATIONAL EXPORT COMMITTEE, Made Up of Officials of Leading Export Companies, Call on Mr. Hoover at Campaign Headquarters. Front Row, Left to Right: W. W. Nichols, E. H. Hooker, Herbert Hoover, C. A. Richards, Chairman of the Committee, and G. M. Malcolm. (Times Wide World Photos.)



BENIAMINO GIGLI AND HIS FAMILY: THE METROPOLITAN STAR Returns From Europe With His Wife and Children, Rena, Aged 12, and Enzo, 9. (Times Wide World Photos.)



HOME FROM THEIR HONEYMOON: MR. AND MRS. AL JOLSON on the Leviathan, Which Brought Them Back From a Trip to London and Paris. Mrs. Jolson Is Known on the Stage as Ruby Keeler and Will Be Featured in the Forthcoming Eddie Cantor Show, "Whoopee." Mr. Jolson Intends to Make a New Sound Picture to Follow "The Singing Fool" Before Returning to Revue. (Times Wide World Photos.)



TO GIVE A THRILL TO MOVIE FANS: REED HOWES MAKES A DANGEROUS LEAP From the Wing of an Airplane to a Fast-Moving Automobile in the Course of His Adventures as Hero of "The Cloud Patrol," the Third of a Series of Films Entitled "Russ Farrell, Aviator." (Times Wide World Photos.)

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SPARE

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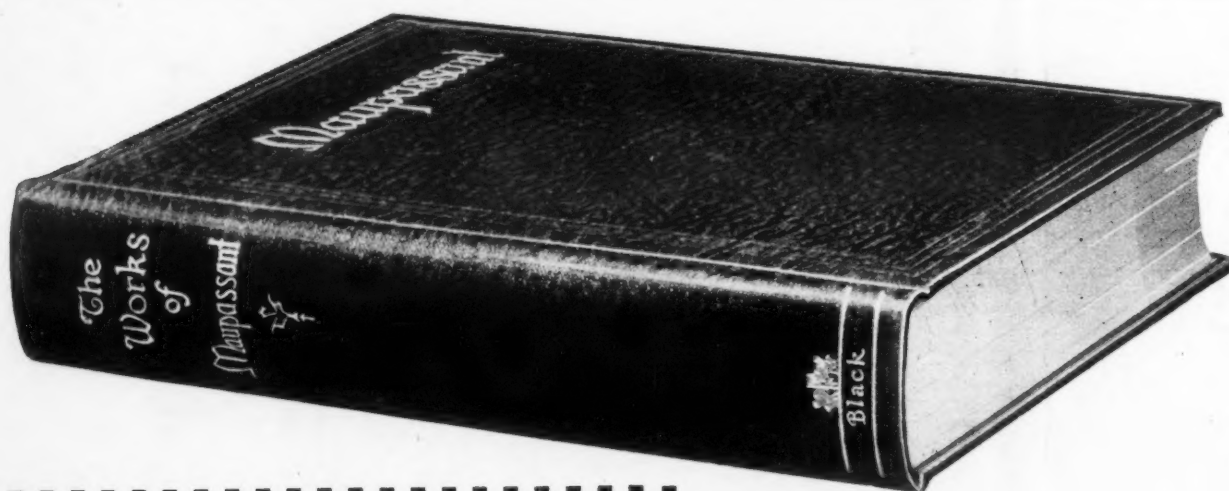
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Page Thirty-two

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